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# THE CANADIAN <sup>4370</sup> SHOE & LEATHER JOURNAL

Vol. XXIV. No. 1.

JANUARY  
Nineteen Hundred and Ten

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Leather and Findings  
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**ACTON PUBLISHING CO.**

Limited

Toronto, Canada

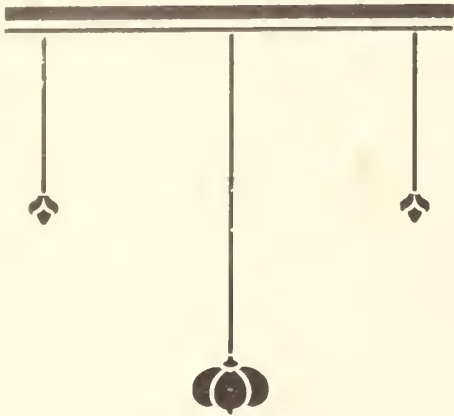
IN STOCK  
**RITCHIE SPECIAL**  
No. 6148



Sold only through  
**GEO. BOULTER CO. LIMITED**  
TORONTO

See page 60 for price.

¶ After all has been said, the final test of a Shoe is its Wearing Qualities :: ::



THE *Lester's* SHOE

being made of solid leather is not only a wearer, but also a trade winner and business builder

**L. HIGGINS & CO.** Moncton  
Yarmouth  
Halifax

F. G. CLARKE, PRESIDENT.

C. E. CLARKE, VICE-PRES. AND TREAS.

**CLARKE & CLARKE, Limited**

*Established 1852.*

MANUFACTURERS OF **SHEEPSKINS** OF ALL KINDS

General Offices and Works—Christie Street, **TORONTO.**  
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553 St. Valier St., QUEBEC. RICHARD FRERES, Agents.



**ALWAYS ON HAND**

Red and Grey Heel Stock

Also all kinds of Flexible Inner Sole as Chrome Tan Split, Veneer, and Duck Inner Soling.

Please write for Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

**EUGENE QUAY, Manufacturer of Shoe Stock of all kinds.**  
230 St. Marguerite St. - MONTREAL, P.Q.

**CUTTING DIES**

of every Description for

**Leather, Rubber, Paper, Cloth, ETC.**

**Honest Values at Honest Prices.**

**All Work Warranted.**

**Dominion Die Co.**

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Phone E 3778

**Catalogues**

Are works of art when properly printed. We print them that way at right prices.

GET OUR QUOTATIONS

**ACTON PUBLISHING CO. LIMITED**



59-61 John St., Toronto, Ont.





A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN 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 nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

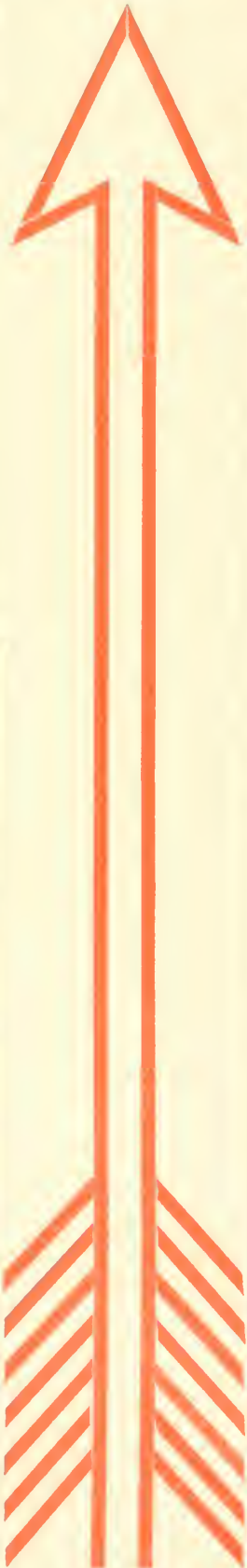
You will readily realize the importance of establishing the identity of these two classes of eyelets and there is a sure way.—Fast Color eyelets have a small diamond  trade mark slightly raised on the surface of each eyelet. No others do. Just fix this fact in your mind, and you will be able to avoid mistakes. No diamond  trade mark—no Fast Color.

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**United Shoe Machinery Co'y of Canada**

OFFICE AND FACTORY: Lagachetiere and St. Monique Sts. - MONTREAL, QUE.

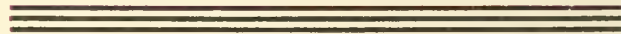
1910



# GRANBY RUBBERS



**Will Lead in  
Quality and Style**



SOLE SELLING AGENTS

**AMES-HOLDEN LIMITED**

MONTREAL	TORONTO	WINNIPEG
VANCOUVER	CALGARY	EDMONTON
ST. JOHN, N.B.		



# DAVIS



## Special Lines

**Tan and London  
Brown Colors in  
Smooth, Glazed and  
Willow Finishes**

**Combination Russia**

**Chrome Russia**

**Willow Calf**

**Ooze Calf**

**Ox-Blood in Boarded  
and Smooth Finish**

**These Lines are  
having a large sale  
and are deservedly  
popular**

# LEATHERS

## Regular Lines

**Waterproof Storm in  
Colors and Black**

**Smooth, Glazed and  
Dull Finished**

**Black Chrome**

**Matt, Box, Patent  
and Enamel Calf**

**We are making the  
most perfect Flexible  
and Non-Crackable  
Patent French Calf  
in Canada—a line  
specially suited  
for the Boot  
and Shoe Trade**

**Samples Sent on Application**

# Davis Leather Company

Limited

**Newmarket, Ontario, Canada**

**Selling Agents: RICHARD & FRERES, St. Valier Street, QUEBEC, P.Q.**

# Supply Emporium

---

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We carry full lines of  
Infants', Misses',  
and Children's  
**SHOES**

in Canadian, English, French and  
American styles. All widths and sizes.  
Our line of FINE SHOES is unsurpassed  
for quality and finish. We are agents  
for the celebrated NURSERY SHOE  
in Quebec and Maritime Provinces.  
FINEST IMPORTED LACES

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We have a heavy stock of  
Leathers-  
Findings-  
Pastes-  
Varnishes-  
Store and  
Window  
Fixtures-  
Tools, Etc.

ASK FOR OUR "MADE  
TO FIT" OVERGAITERS  
AND LEGGINGS. *~ ~*

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## LA CIE O. POIRIER

*The House of Promptness and Despatch*

530 St. Paul Street - MONTREAL, QUE.

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# Was the Balance on the Right Side of Your Ledger ?

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A VERY IMPORTANT  
MATTER to the BOOT  
AND SHOE DEALER

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Let Us Put  

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You WISE  

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If you would make 1910 the most successful year in your business career then send your orders to the old reliable house that has always given you a square deal and enabled you to make a living profit. Our stock of Boots, Shoes, Rubbers, Felts and Slippers is now replete with all the best productions of the best factories.

OUR TRAVELLERS WILL CALL ON YOU

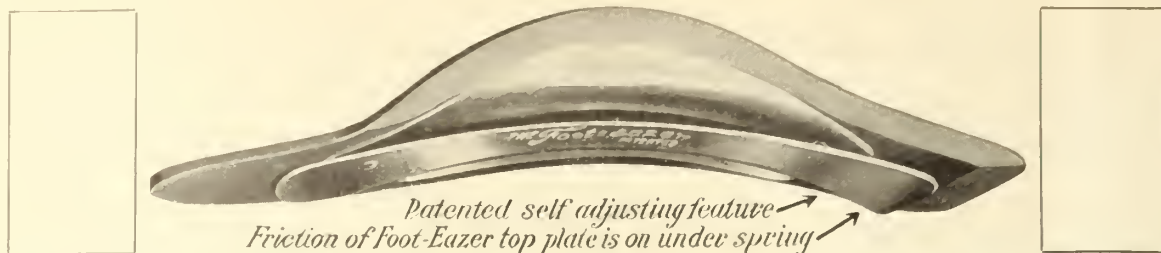
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# JAMES ROBINSON

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182-186 MCGILL STREET  
MONTREAL, QUE.

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## 100% Profit for You and Big Value for Your Customers

¶ Here is something which is new yet in Canada, but the most wonderful seller and profit-maker the shoe dealers in the States have ever been able to find.

¶ Over half the people have tired, aching feet due to a partial or complete breaking down of the arch of the foot. Before the day is over they feel like sitting down. As for going for a walk—out of the question. This ought not to be. Standing should be easy—walking a joy. With the Scholl "FOOT-EAZER" it is. The foundation being strengthened the entire structure is better. The arch of the foot is now able to stand the pound, pound, pound of the blows it gets as each step is taken.

¶ Consider for a moment the beautiful, scientific, healthful adjustment of the Scholl Foot-Eazer, when properly fitted. There is a very gentle pressure of the support under the arch of the foot. As the foot gets into action the arch is left free to carry whatever amount of weight it is able to. Any excess is carried by the Foot-Eazer—it eases the foot of its excess burden. This excess will vary, but whether more or less the Foot-Eazer does its work, leaving the foot just enough exercise to strengthen it, and finally restore it to perfect condition.

¶ The scientific double spring construction of the Foot-Eazer, and the splendid quality of the materials in it, allows it to follow and assist every natural action of the foot. Instead of holding the arch of the foot rigid, it encourages and helps the elastic, springy motions which Nature intended the arch to have. This is the vital difference between the Scholl Arch Supports and Foot-Eazers and the common rigid supports. Rigid supports act directly *against* Nature by holding the arch rigid—the Scholl Arch supports act *with* Nature by harmonizing with the natural action of the foot—even by forcing natural action if the case is so bad that all natural action is lost.

¶ Soon as you get started in selling the Scholl Foot-Eazer and Arch Supports you will be astonished at the great number of people whose feet cause them trouble, and you will discover that in most cases the trouble can be traced to a weak arch. As you sell Foot-Eazers and see the wonderful relief they give you will appreciate what a profitable line you have discovered for yourself, and what relief from pains and aches, what comfort, what pleasure you have found for your customers. WRITE FOR SAMPLES AT ONCE.

## The Scholl Manufacturing Company

472 KING STREET

-

-

-

-

TORONTO ONT.



The Mark of Quality

# The Race is On

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If you would be a winner in  
the Rubber Race of 1910  
then handle

“**CANADIANS**”

the Rubbers with a National  
reputation for Style and  
Wearing Qualities.

*P R I C E S R I G H T*

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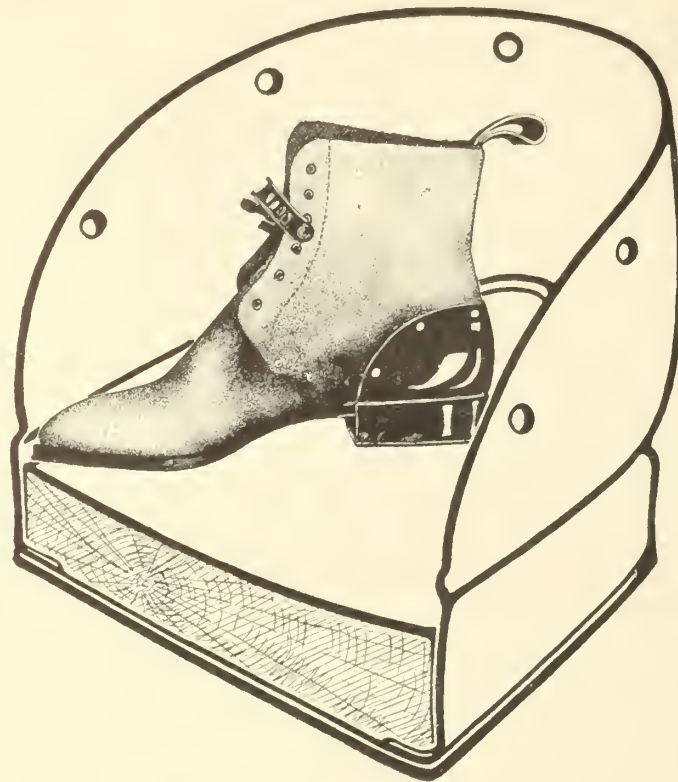
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THE  
Canadian Rubber Co. of Montreal  
LIMITED

D. LORNE McGIBBON, Vice-President and Managing Director

# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sub>d</sub> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

### United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.



# You will be Wondering

What new developments the New Year will bring in shoe manufacture. We want to say that four things have been taken into our count, they are these,

*Style, Quality,  
Comfort, Economy*

and wherever you find a McCready Shoe you will find these four points beautifully blended. Stylish appearance and perfection of finish are what make McCready Shoes quick sellers.

**The James McCready Co.**  
Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH  
Vice President and General Manager

# 1910 McCREADY SHOES

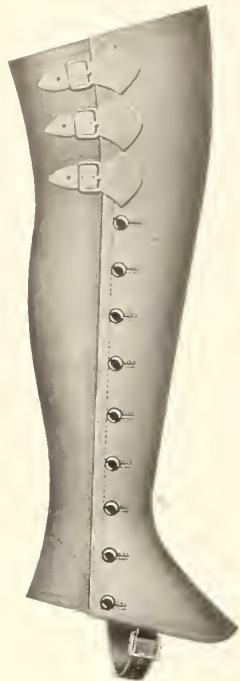
*The  
Popular  
Shoes  
for  
1910  
Will  
Be  
The  
McCready  
Shoes.  
Nifty  
Styles  
for  
Natty  
People.*

# PHILIP JACOBI

SOLE MANUFACTURER OF

"TAILOR-MADE" OVERGAITERS and LEGGINGS

**First for  
FIT,  
FASHION  
and QUALITY**



In Leather and Corduroy



In Leather and Corduroy



(REGISTERED)

See that this Label is on the Inside

**Shoe Findings and Shoe Store Supplies**

5 WELLINGTON ST. EAST

TORONTO, CANADA

# The Leading Makers of STAPLE SHOES



It is better to have a line when you want it, than to want it when you haven't it. The only way to make sure of having the celebrated

## Yamaska Line

is to order now. There is no line of staple footwear that surpasses the Yamaskas as quick sellers and business boosters. They satisfy. That is the secret.

### The J. A. & M. Cote Co. Limited

ST. HYACINTHE, QUE.

# 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 a beautiful finish. Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. Also Buck, Castor and Cravenette. A fine, dry powder, so quickly and easily applied. No waiting for shoes to dry. No matting down of the nap. Put up in *all* colors, state color wanted. Per box 25c., also *liquid* colors if preferred.
- "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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "BON TON" SHOE CREAM. "BON TON" black cream (in opal glass jars with screw covers that can be easily opened and closed; a vast improvement over paste in tin boxes) for reviving the luster of patent and all shiny leather shoes and slippers. BON TON BROWN for golden brown and the new shades of brown kid and calf shoes. BON TON RUSSET for ALL kinds of russet and tan shoes. BON TON RED for ALL red shoes. All 4 colors in 2 sizes to retail at 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.  
Headquarters for bronze, for all bronze shoes; also green Polishes for green Shoes.

# WOOD-MILNE RUBBER HEELS

Have by far the

**LARGEST  
SALE  
IN THE  
WORLD**

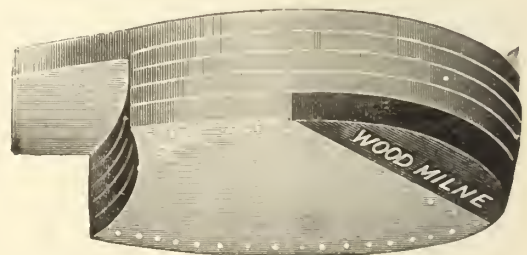
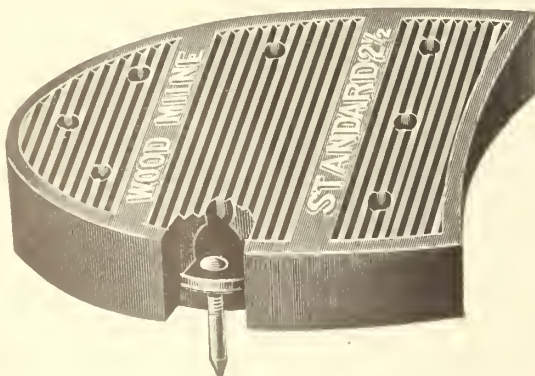
==  
**English  
Manufacture**



These REVOLVING HEELS revolve of themselves as the wearer walks. They require no attention when once fixed. They absolutely prevent heels from wearing down—and last about four times as long as any other make. Wherever introduced they have practically superseded the old shaped heels.



**Price Lists  
and  
Samples  
on  
Application**



HEEL TIP—The rubber cushion is inserted just where it is wanted.

## WOOD-MILNE LIMITED

**LONDON**

**PRESTON**

**PARIS**

Wholesale Agents for Canada: JAS. DUNN & CO., Finsbury St., London, Eng.

**Stocks held by C. PARSONS & SON, Limited, Toronto**

# SURPASS SHOES 1910

The Surpass line is the line that holds customers. They have the quality.



Surpass Shoes are made for service. They wear and give perfect satisfaction.

THE LOUIS **GAUTHIER C<sup>o</sup>.** LIMITED  
QUEBEC, P. Q.

## IMPERIAL BRAND OVERGAITERS & LEGGINGS



We have added new machinery that will enable us to supply the demand for REPEATS, without delay.

By the way—have you one of our Overgaiter Catalogues? If not drop us a postal.



**O'SULLIVAN'S**  
SAFETY CUSHION  
**RUBBER HEELS**  
MADE OF VIRGIN RUBBER

HAVE MORE RESILIENCY  
WEAR LONGER

GIVE BETTER SATISFACTION than any heel made  
Avoid cheap substitutes A pleased customer calls again

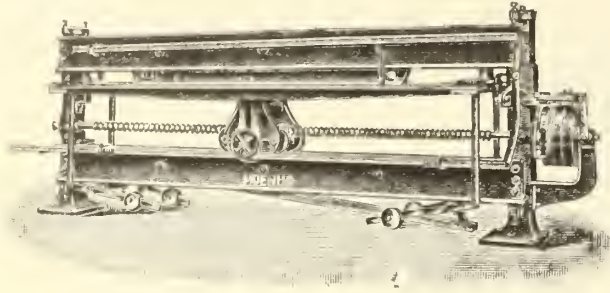
**L. H. PACKARD & CO. Limited = MONTREAL**

# Moenus Machine Works Limited

Frankfort o. M., Germany

ESTABLISHED  
IN 1862

We can reproduce grains to any samples. One of the advantages is that the plate joins do not show at all.



Hundreds of testimonials of which copies can be had on application. Hundreds of first-class references.

**Machines for Tanneries, Boot and Shoe Factories, and Belting Manufacturers.**

COMPLETE OUTFITS FOR THE WHOLE LEATHER TRADE.

BUILT IN 4 SIZES

No. 164

“ALTERA” EMBOSsing AND IRONING MACHINE.

The Most Perfect Machine on the Market.

WRITE FOR OUR ILLUSTRATED CATALOGUE.

4 ft., 6  $\frac{3}{4}$  ft., 8  $\frac{1}{4}$  ft., 10 ft.

## Bicycle Step Ladder

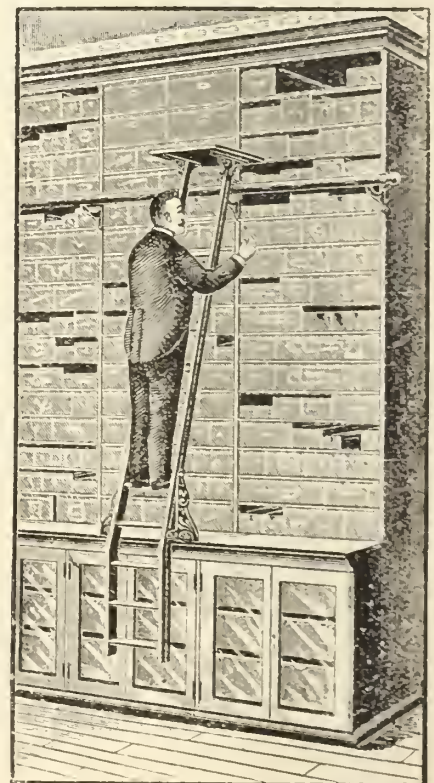
*Made of Oak*

*Natural Finished Wood*

*Japanned or Nickel-plated Mountings*

## CASH and PACKAGE CARRIERS

WRITE FOR CATALOGUE



Manufactured by

**The Hamilton Brass Manufacturing Co., Limited**

Montreal Office, 327 Craig St. W.

HAMILTON, ONTARIO

# Don't Worry About 1910

PEOPLE WILL WANT  
THE WILLIAMS SHOES  
JUST THE SAME.

It is the part of wisdom, therefore, to lay in a good stock of the shoes that have always been a good standby, have always sold well and netted a fair profit. Material, workmanship and wear are three qualities which have made the WILLIAMS SHOES so popular.

## WILLIAMS SHOE CO. Brampton, Ont.



Our brushes are made from the best bristles procurable and are the BEST VALUE at the price.



Our polishing Pads are covered with SELVYT cloth which makes them vastly superior to all others for producing brilliant polish.

### POLISHES

Sold by  
Every Live  
Canadian  
Shoe  
Dealer



The "NUGGET" Black Polish for Patent, Glace Kid, Chrome Glace, Box Calf and other leathers.

KNOWN  
THE  
WORLD OVER



The "NUGGET" Brown Polish for Brown Boots, Shoes, Leggins, etc., etc.

Used by  
Thousands  
of the  
Canadian  
People

# The Nugget Polish Co. Limited

OF CANADA

Canadian Headquarters: 67 Adelaide St. East, TORONTO.

The sun never sets on  
"Nugget" Polishes

Halifax Depot: 22 Bedford Row, HALIFAX, N. S.



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

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

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**United Shoe Machinery Co. of Canada**

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



# 1910

— YOU WILL NEED —

# SUPPLIES

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WE HAVE AN IMMENSE STOCK ALWAYS ON HAND  
AND CAN FILL ALL ORDERS SAME DAY AS RECEIVED

Leggings

Overgaiters

Wool Soles

Baby Shoes

Polishes

Sundries

IN ENDLESS VARIETY AND AT RIGHT PRICES.  
CAREFUL AND ACCURATE ATTENTION.

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## Chas. Tilley & Son

160 BAY STREET - - - TORONTO, ONTARIO

# TRICKETT'S

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## SLIPPERS

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WILL BE THE  
LEADERS  
For 1910

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*FROM 5 CENTS TO \$1.25  
ALL STYLES---ALL JOBBERS*

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H. W. TRICKETT, Limited  
WATERFOOT (Near Manchester) ENGLAND

# THE CANADIAN SHOE AND LEATHER JOURNAL

ACTON PUBLISHING CO., Limited

TORONTO, CANADA

Vol. XXIV, No. 1.

TORONTO, JANUARY, 1910.

\$1.00 per Year.

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Published on the 1st of each month

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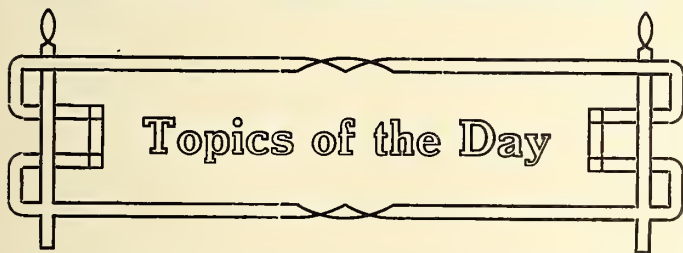
59-61 John Street, Toronto, Canada  
Telephones Main 7427, 7428

JAMES ACTON,

President and Managing Editor

To avoid delays address all communications and make all drafts  
payable to the Company.

SUBSCRIPTIONS—Canada or United States, \$1.00 per annum in advance;  
to Great Britain and Countries in postal union 5s., prepaid. Advertising  
Rates on application.



For fifteen years the Shoe and Leather Journal has been delivered to you in the shape of a large magazine 10½ by 13½ inches. On its front cover have appeared the advertisements of several leather manufacturers, leather shoe manufacturers, last manufacturers, felt manufacturers and rubber manufacturers. The Shoe Journal of the past decade is no more. With this issue we enter a new epoch. We have reduced the size of the Journal to 9 by 12 inches and in the place of the number of advertisements will each month be a suitable cover design. Of course these are but a couple of the changes to be made this year. We have made extensive plans that will without doubt make the Canadian Shoe and

Leather Journal the brightest and newsiest and yet most accurate trade magazine in the country. If you will this year read it each month you will receive many a suggestion that you will be able to turn to your own profit. The editor will be only too glad to receive, give credit for and act on any suggestion a member of any branch of the trade has to make.\*

The past fall and holiday season has been most satisfactory, to all appearances, and dealers are looking hopefully for good balances on the right side of the ledger after stock-taking. The seasonable weather which prevailed during December had the effect of making good inroads into heavy stocks and with a couple of months of good winter weather ahead stocks of winter wear ought to be pretty well depleted before spring business opens up. Money has been most plentiful as witnessed by the heavy purchases of Christmas goods, and although there is some grumbling that cash that rightly should have gone for the payment of staple requirements was diverted for more or less extravagant purposes, the shoe dealer seemed to have had a fair share of holiday business. The outlook for the beginning of the year is rather better than a year ago and everybody is talking hopefully of 1910. With a good start these hopes ought to be fully realized.

The present year ought to be a good one for business in all staple lines, and no doubt in footwear there will be quite as much expansion as in any other line. Dealers have already, to some extent, anticipated improved conditions by large spring orders which nevertheless are considered by most manufacturers to be on the conservative side. Within the past month additions have been made to these orders and it is thought before the books for

\* Editor's Note—We have changed both the size and the appearance of the front cover on account of suggestions made by manufacturers and retailers alike.

the season are closed that the volume will be a record one. There has been some hesitation on account of enhanced values in shoes but dealers in common with others are beginning to realize that high prices must rule. In any case, the current year ought to witness a large increase in the sale of footwear of all classes, notwithstanding prices, and in this respect we trust our constituents will enjoy a most happy and prosperous new year. After all, with good or bad times, the year will be pretty much what we make it.

Hide prices continue firm, notwithstanding reports here and there of concessions. Of course, as the quality of the hide deteriorates with the presence of long hair and grubs the market will abate proportionately, but cheap hides appear to be as far off as ever. Tanners are making a strong effort to maintain some sort of equilibrium between leather prices and hides, but do not appear to be succeeding very markedly. Tanners are rather "glum" with regard to the results of the past year's operations. Few have made any money and those who have show a margin of such proportions as is altogether out of keeping with the investment of capital and brains. Manufacturers are fighting the situation foot by foot and although in some staple lines that are in good demand advances have been secured, it has only been by the hard process of sitting down on the stock and playing the same game of waiting. Within the past month selling has been freer.

To-day the manufacturer or merchant must do more than make or sell goods of unquestioned quality.

**BUSINESS** He must bring to bear upon the  
**A SCIENCE** problem of business-building the brains and science of business statecraft. The "other fellow" has to be counted upon in a way that was not thought of when business was built more upon friendship and good luck and while no successful man is a mere copyist, he who would be in the forefront of the business fight must watch the tactics of his competitors, for not only mistakes but points of vantage. During the next couple of months the average retailer will have more time on his hands than usual and the suggestion seems opportune that a good deal of this time might be used for studying and planning the spring and summer campaign. Salesmanship, advertising, stock-keeping are all subjects worthy of the careful consideration of both proprietor and help. There is, fortunately, an abundance of available information on such subjects.

Fortunately we are to have no business disturbance this year through the opening up of tariff issues.

**NO DIS-** While there are anomalies in the  
**TURBANCE** schedules related to the shoe and leather industries as doubtless in many others, it is rather a matter for congratulation that business may go steadily for-

ward for some time to come without the uncertainty and vexation that are inevitable with prolonged antagonism of conflicting interests in tariff schedules. Tariff tinkering is at best a most unsatisfactory business and nobody appears to be helped in the end with the results. As we have already said, there are inequalities in the present rates upon some of the products that are vital to shoe and leather interests and doubtless when a general revision of the tariff is on at some future time representations will again be made to those in authority to have these inequalities removed.

It may seem trite to insist upon the importance of stock-taking, but it is none the less necessary. There are a vast number of merchants still who tacitly live up to the theory that it is nobody's business how they stand from year to year.

**TAKE** It is, therefore, necessary to point out that in business,  
**STOCK** as in some other respects, "no man liveth to himself." Every business man owes it to his creditors if not the community to know just where he stands financially. But there are other reasons why every merchant should carefully summarize his business each year. He should know, in addition to the relation of assets to liabilities, the volume of his trade, percentage of expenses under various heads and the actual amount he has realized upon his investment and for his own labour. So many are content to run a business and make mere employe's wages and thus they run on from year to year when by faithful survey of the situation might send them upon a more profitable track.

Two or three times during the past year demoralization has been occasioned in the retail rubber shoe trade through the exceptional offers made by some large concerns of goods they were able to put on the market at figures that for the time being put the regular retailer out of business. It is all very well to urge the fact that these goods were not first quality in some instances, or that in others exceptional conditions prevailed. The public do not readily catch these fine distinctions. To them rubbers are rubbers and they rush to buy where they can save a third of the cost. It gives the impression that the regular dealer is a robber and the effect is thus more wide-reaching than a temporary transference of trade. It seems strange that dealers should not be given a chance to get in on this game, even by clubbing arrangements, to which the manufacturers and jobbers seem so strenuously opposed.

**ICE ARCHES**—To Montrealers, and the thousands of visitors who come to the city during the winter carnival fortnight, January 24 to February 6, a unique scene will be presented in the principal thoroughfares for the leading merchants in St. Catherine St. and St. Lawrence Boulevard have decided to erect glacial arches outside their premises. The City Council has given permission for the erection of the arches provided that they are approved of by Mr. Barlow, the city surveyor.



The awful caricatures that walk forth in the dawn of the twentieth century labelled "religion" are enough to make people ask where the vain imagination of men in these matters will end. Religion instead of conveying the original thought of binding a man to some settled definite course of life has come to represent to a large extent a looseness of thought and act that is far from this conception. For one thing religion is expected to bind a man to honest living. One can hardly conceive that it should be necessary to insist on this point, and yet there are people making the loudest kind of profession who are not really honorable if honest. We have heard men get up and tell how much the Lord had "done" for them and how he had "used" them, and the same men could not be made to pay their debts with a sheriff's writ. If the Lord would help some of the people, who name His name, to get square on the books of the people they deal with, more would be done for the cause of religion in a week than if He "used" them from now until His return in bringing sinners from the error of their ways. The kind of revival that this earth needs, to pave the way for the millenium, is a revival of common sense and honesty. If some of the people who profess "to be led by the Spirit" would get down to doing the square thing with their families and neighbors, the church would take on healthy growth. When you hear a man prate about being "filled with the Spirit," and know that he does not live peaceably with his wife, that he does not pay his store bills, that he gouges his creditors, or that he does not know how to speak to a traveler decently, you may put it down that it is the spirit of the Devil. Religion does not bind a man to be square is not worth a tinker's curse.

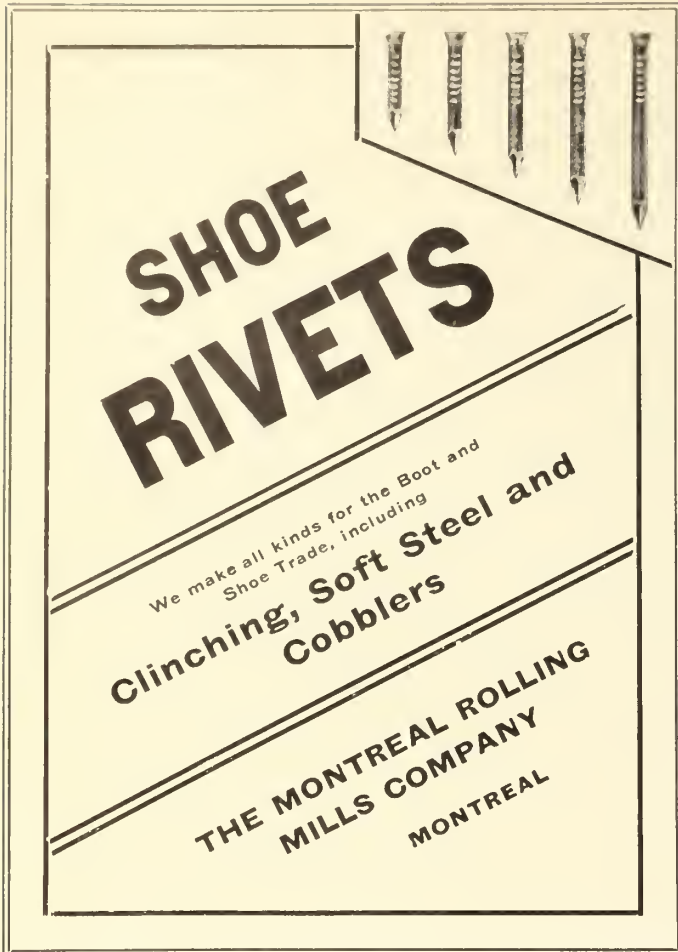
There is a disease that plays almost as much havoc with humanity as drunkenness and it is twice as hard to reach because of its respectability. You cannot judge a man's mouth by the number of gold fillings that adorn his front teeth or a woman by the pearly whiteness that is disclosed by her rapturous smile. The dentist or a well-applied tooth brush often keep in splendid repair a fence that encloses a hell pit of meanness and corruption as deep as perdition itself. When a man gets the black mouth his case is as hopeless almost as the leper and he ought to be driven by society into the ostracism that this moral uncleanness deserves. There are some people who have not a good word for anybody. The sneer, the innuendo and the bitter invective are ready for use at all times, and the innocent, the unfortunate and the helpless are their special prey. There is to them no such thing as goodness because they have throttled every spark of charity and knifed every noble aspiration that ever existed in their small souls. Were it not for the highly contagious nature of this disease there would be little use referring to it; but there is perhaps a chance of turning aside possible victims of the fell malady. Realizing this fact the wise man says: "Put away from thee a forward mouth and perverse lips put far from thee." Learn to speak well of people. If you can't say anything good of a man say nothing evil. A pure, sweet mouth is more to you than the satisfaction of expressing even what you feel justified in saying. Never get the reputation of being one of those vermin of society who exist upon the life blood of other people's reputations. If you would be a murderer take a dagger or a pistol and go out and live the life of Cain, taking the consequences; but don't sneak about in

society or haunt the pews of a Christian church and carry on this dastardly slaughter of human souls. To those who are tempted in the direction of loose tongues who have as yet not developed into character assassins we would say get the unruly member under. Nip the disease in the bud. The first time you are tempted to backbite a business competitor or a social acquaintance close your teeth and bid your tongue be still.

A balloon will help you to rise in the world, but before you step into the car have a care that the air ship is properly provided with a good valve and plenty of ballast. If gas only were needed, ballooning would be popular, and aeronauts as plentiful as mosquitos in a New Jersey swamp. If a business could be run on hope, commercial agencies would be out of a job and insolvency would be as scarce as truth in an election campaign. Truth is good, but wind pudding will make neither a man nor a business fat. Hope is a fine companion but a poor guide; properly handled it brightens many a dark road, but blindly followed, like a will-o'-the-wisp it leads into ditch and bog. The over hopeful man carried away by a little success plunges into extravagance and speculation, and before he is properly started on the way to success is up to his neck in mud. All his goose eggs are to hatch swans. The profits of next month's business are in pocket if not already spent before the goods actually arrive in the store. Father Time's notes of hand are discounted so far in advance that the interest eats up the benefits of the "good time coming" long before the latter arrives. "Live in hope is a maxim too often preached as well as practised. "Live and hope" is a better one. Hope is like steam. Turn into the engine and it sets in motion the great machinery of life, but turn it up the exhaust pipe and you have nothing but noise and vapor with the attendant discomfort and disgust to everybody about. The amount of energy that is lost to the world every day through misdirected hope is appalling.

The wise man says there is nothing new under the sun. That is the trouble with the son is these days of grace. There was a time when a good new shingle or an old-fashioned slipper under him started his thinking apparatus along moral and industrial lines at a pace that ensured the peace of the household and the welfare of the community. There is a sickly sentiment abroad that corporal punishment is degrading, and it has become fashionable for educational faddists to quote Solomon's proverb about sparing the rod backwards. Ancient and modern history unite in substantiating the truth that a child left to himself will come to grief, and that one of the most wholesome corrections of youthful obliquity is judicious paddling. The brutality of parents and teachers who have used the remedy to extremes is responsible for the discredit attached to a method of discipline that is as old as the Garden of Eden. Where you will find one boy injured by the process you will find a hundred that have been ruined by its neglect. Punishment might have been included by Solomon in his list of things that have their proper place. That place, as far as the boy is concerned, should be that which nature intended for the purpose, and as far as the parent is concerned should consist in an instrument as broad as the mind that ought to wield it. Corporal punishment should be a last resort, but as a last resort it should be, as penologists say, not only punitive, but reformatory. It should cause no marks, but at the same time it should leave an impression so distinct and ineffaceable that the result will be healthy and permanent.

*Solomon*



**SHOE RIVETS**

We make all kinds for the Boot and Shoe Trade, including

**Clinching, Soft Steel and Cobblers**

**THE MONTREAL ROLLING MILLS COMPANY**  
MONTREAL

## Ebony Shoe Polish

MADE IN

SUSSEX - NEW BRUNSWICK

- A quick shine
- A lasting shine
- A brilliant shine

No acids or injurious ingredients.

### A LEATHER PRESERVER

Retailers write for our proposition  
Sold in

THE UNITED STATES AND CANADA

Exhibited at the Shoe and Leather Fair in Chicago in August, 1908.

WRITE FOR TERMS

**EBONY POLISH COMPANY**  
SUSSEX - NEW BRUNSWICK

# Honest Leather in Your Staples

When ordering your fall goods you might as well know what you are getting. There is nothing better than

## Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

## Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

## Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

# A. Davis & Son

Limited

Kingston, Ont.

# Shoe Store Summary

Trade for the season is stated on all sides to be excellent. This is one of the most practical evidences of good times. There seems to be comparatively little non-employment in most places at the present time, which argues well for the holiday and end-of-the-season trade. Shoe business this year, owing to the open season, has been pretty well spread out in most places. Prices have evidently been a problem in some cases. Rubbers, for instance, are quoted higher and as a consequence should retail at a higher price. The season, however, has evidently developed some "knockers" in this line, who are willing to cut the heart out of prices. There may be a reason for this, but whatever it is, it can hardly be in the interests of good business, and is certainly not in the best interests of the rubber trade. Anything which tends to make the retailer lose interest in a line and handle it merely because he has to keep it to oblige customers can hardly be a benefit to the line.

All well regulated shoe stores use a system of stock numbers. Our stock is divided into four sections, or departments, known as Department "A," "B," "C," and "D," respectively. Stock "A" includes all women's leather goods and is assigned stock numbers from 1 to 1200. These numbers are sub-divided as follows: 1 to 200, women's turn boots; 200 to 400, welt and McKay boots (black); 400 to 600, all other boots, such as tans, riding boots, sporting boots, carriage boots, etc.; 600 to 1000 women's oxfords; 1000 to 1200, women's slippers. The object of this sub-division will be explained later. Stock "B" includes all misses' and children's leather goods, with stock numbers from 1200 to 2500, sub-divided as in stock "A." Stock "C" includes all men's, boys' and youths' leather goods, the stock numbers rang-

ing from 2500 to 3800. Stock "D" takes in all rubber goods and includes numbers 3800 to 4000. The hosiery and findings department are run individually, a sales-girl being assigned to and having full charge of each. The repairing department also is run separately. Our stock book, continues a writer in Shoe Retailer, is planned and made to answer two purposes. It contains spaces for the 4,000 stock numbers, 50 numbers and lines to a page. Opposite each number is entered a full description of the boot or shoe assigned to that number. The description includes the kind of boot, name of maker or jobber, cost and selling price. There is also space arranged wherein the number of pairs of each line can be entered at inventory time, thus showing the number of pairs sold between the taking of one inventory and another, and the value of the same. The book thus answers the purpose of both stock book and inventory book. We take inventory every six months. Sample page of stock book is shown herewith. See illustration "A." Each stock has its chief, who does the buying, sizing up, etc., and is held responsible for the condition of the stock in his or her charge. The store manager is always consulted when any radical changes of lines, prices, etc., are contemplated. When an order is placed with a manufacturer for new lines, the buyer giving the order consults the stock book, selects a stock number reserved for that particular kind of goods, and sees that it is entered on the manufacturer's order sheet and that a full description of the line is properly entered in the stock book. A carbon duplicate of the order, which all traveling salesmen furnish, is kept on file for future reference. The manufacturer is instructed to stamp the stock number on the lining of all shoes, and also on the front of all cartons, together with the size and width. Goods ordered from jobbers are not stock numbered until received at the store. No two lines

Charles A. **AHRENS**  
AND Company  
BERLIN, ONT.

Manufacturers of  
**Solid Leather  
Shoes**

All lines, all sizes from  
children's to men's.

Also **SLIPPERS.**

are ever given the same number. A record of our stock numbers is kept by the manufacturers, and in ordering duplicate shipments, single pairs, etc., the buyer has simply to order size so and so, stock number so and so. This obviates giving long descriptions, into which errors easily creep. As soon as an order has been placed, the buyer takes the duplicate sheet and makes out his or her order record slips. These slips are made to contain a chart of the sizes ordered, description, stock number, date order is given, when shipment is due, etc. Each slip represents a single line. We find that these slips are handier to use than a book. See illustration "B." A part of the surplus stock-room (ours is in the basement) is reserved as a receiving, checking and marking department. All regular freight shipments are received here. Single pairs and custom orders usually come by express and are taken care of by the salesperson ordering same. Goods are opened and invoice checked by the store clerk. There being no errors or shortage, the prices on the invoice are compared with the cost prices recorded in the stock book. Where an advance has been made (which is quite frequent on goods received from jobbers) the same is noted in the stock book and the manager notified. If the advance warrants it, the selling price of that particular line is correspondingly advanced. Sizes are now checked off from the buyer's order slips. This is done with a red or blue pencil—entries having been made in black ink or pencil. If

slips check up clean, they are filed away with the copy of the original order for future reference. Goods are now ready for marking. All shoes are marked on their soles, except infants' soft soles and moccasins. Tags are marked and tied to these. Rubbers, of course, are not marked, but their stock number is stamped on the cartons. White sole shoes are marked in black ink. Black finished soles are marked by a dull pointed steel too. All figures are represented by characters, as follows: pair; cost and both shoes of each are marked on and mate number stock number; size, width, selling price (in characters) on one shoe only. See illustration "C." In marking shoes, care is taken to see that all goods are perfect, correctly mated, and that the size of shoes corresponds with that shown on the front of the carton. We do not utilize the "French" sizes as furnished by manufacturers. As hardly any two manufacturers use the same code, the system is more of a nuisance than a convenience. Cartons in which goods are received from jobbers generally bear the jobber's stock numbers. These we ignore, stamping our own number on the front of all such received. When once the cost of a shoe is marked thereon it is never changed. If it becomes necessary to change the selling price of a certain line, the new price is marked on all remaining pairs of that line—the old price being obliterated. Where a line is offered for a few days at a special price, or in a sale, the price for which it is sold is marked on same at time of sale of each pair.

## The Sovereign For Men

Who are interested in the latest touches of fashion.

Who require extra service in their shoes.

Who have unusually tender feet.

Who ask for popular priced lines.

SOVEREIGN SHOES fit the feet, the eye and the purse. Travellers now on their way to see you.

**Sovereign Shoe Co.**  
LIMITED

102-4 Atlantic Ave. - TORONTO, Ont.

**C. Parsons & Son**  
LIMITED  
TORONTO

AGENTS FOR THE CELEBRATED

**Carl Freudenberg**

(C. F. Brand)

*WAXED CALF AND KIPS, PATENT CALF, RUSSIA CALF, BLACK AND BROWN CHROME CALF.*

Boot and shoe manufacturers, Upper manufacturers and custom shoe makers obtain best results cutting these most profitable skins.

WHOLESALE SOLE AGENTS

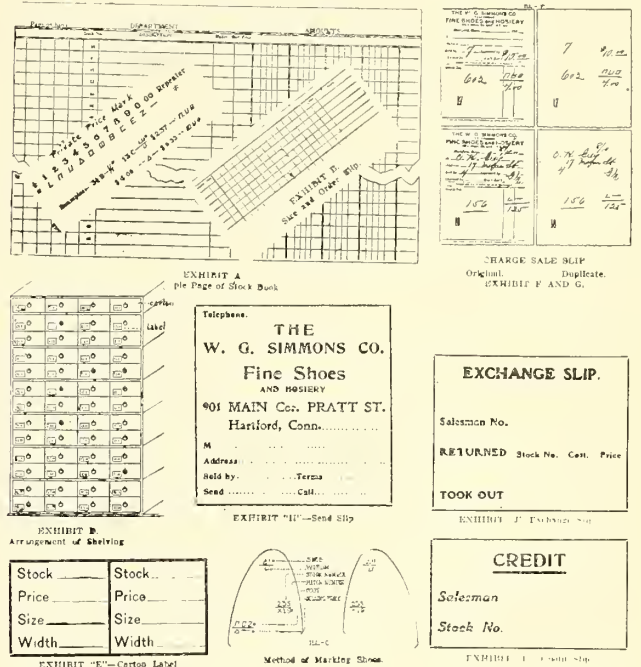
**C. Parsons & Son**  
LEATHER FINDINGS  
LIMITED

79 Front St. East Toronto, Ont.



All goods are inventoried at their original cost price. Any depreciation in value is determined later in figuring up the profit and loss account. Having been examined and marked, goods are now ready for stock. All seasonable goods are represented, as far as possible, in the regular, or main floor, stock. Surplus stock is carried in the basement. Regular stock cartons are made uniform in size and color. They are arranged on shelving divided by sections, occupying full space from the floor to a height of about 15 feet. Each individual line has its section, which is large enough to accommodate one pair on all sizes and widths and several pairs on popular sizes. Divisions of sections and shelving are made to hold eight cartons each: four in length, two deep. See illustration "D." On the front of each carton is placed a small sticker bearing the stock number, size, width and selling price. See illustration "E." These stickers are placed in the lower left-hand corner of each carton. This uniformity in carton and label presents a very neat and pleasing appearance, which is an essential part of an up-to-date shoe store. After a line has been "sized" into regular stock, the remaining pairs are placed in surplus stock, in their original cartons, to be drawn from as required. When a pair of shoes is taken from regular stock and sold, the carton is returned each week a list of these empty cartons (that is, the stock numbers and sizes which they represent) is drawn off by the stock chief and sent to the surplus stock room, where the clerk in charge takes from the surplus stock such sizes as are wanted, and sends them, by means of elevator, to the main floor, where they replace the pairs sold. It is, of course, impossible to always have on hand all sizes and widths on every line. Staple lines, made by manufacturers, are ordered ahead at certain intervals throughout the year. On lines furnished by jobbers, sizes are taken and ordered every week. A buyer can tell whether a line is "hanging fire" by the number of empty cartons in the section occupied by that particular line. Goods returned to be replaced in stock are first sent to the surplus-stock room, examined, brushed up if necessary and re-boxed. Where several pairs are sent out on approval to one person, they are taken from the surplus stock rather than from the regular stock. It saves handling. Each salesperson is assigned a number and has an individual sales-book. Sales-slips are made in duplicate, the original enclosed with the customer's purchase and the duplicate handed into cashier's office. In making out "cash" sales-slips, the salesperson enters his or her number, stock number of shoes sold, amount received, cost price of goods in characters and selling price. See illustration "F." Charge slips are made in a similar manner, the name and address of the customer being entered in the space provided for the same. See illustration "G." The parcel clerk compares the stock number, price, etc., of the shoes with the sales-slip, and also examines the mate numbers as a guard against mistakes. If the

purchase is to be sent, the salesperson makes out a "send slip" and hands same with the goods, to the parcel clerk. See illustration "H." All goods returned to be credited are handed to the parcel clerk, who makes out a "credit slip," similar in form to a sales-slip. See illustration "I." Goods on which money is to be refunded are taken to the cashier's office BY THE CUSTOMER, where the refund is made after being O.K.'d by the manager. Exchange slips are only made where there is a difference in prices. See illustration "J." The object of sub-dividing the stock



numbers comes into use when charge sales are posted. The book-keeper knows that if a charge slip read, "Stock No. 237," the goods sold were women's boots. Stock number 602 must be women's low shoes or oxfords, and so on. She so enters on the ledger and monthly bills. Details relative to taking inventory, manner of attaining per cent. and amount of profit, value of stock at different periods, capital represented, etc., etc., comes under the head of "Office System." But the plan herein described, we believe, is a simple, ample and effective method of systematic stock-keeping.

**BUSINESS OPENINGS**—(1871) Firm of wholesale importers and manufacturers' agents in Liverpool, England, with wide connections, desires to hear from Canadian exporters seeking business. (1877) A merchant in Montserrat desires catalogues and correspondence with boot and shoe manufacturers in Canada. (1878) A merchant in Montserrat is in a position to supply sheep and goat skins to Canadian firms importing these article. (1930) A Midlands firm manufacturing boots and shoes requires an active Canadian resident agent to introduce and sell their goods. The names of the firms making these inquiries can be obtained upon application to The Inquiries Branch, The Department of Trade and Commerce, Ottawa, or The Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward references, particularly if they are bankers' references. Quote the reference number when requesting addresses.

# Clarke's Leading Shoe Leathers

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## Clarke's Patent Colt

*is decidedly the best Patent Leather made. It is a close fine-grained leather that is tanned by our special tannage, and is soft, pliable and non-crackable. It has a better finish than can possibly be put on a coarser grained leather, and it has a good, rich, bright lustre which it holds until worn out. You'll always have satisfaction with shoes made from CLARKE'S PATENT COLT, which is the only genuine Patent Colt Leather made in Canada.*

## Clarke's Patent Sides

*are always reliable and durable, and cut very economically. Have an elegant finish which they retain until worn out. CLARKE'S PATENT SIDES look better, wear better and are better than any other Patent Side Leather used in shoes.*

## Clarke's Glazed Kid

*a perfect leather, perfect black perfect grain, perfect finish and that makes perfect shoes. Always uniform and reliable. Made from No. 1 skins and only in black.*

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**A. R. CLARKE & CO. Limited**  
**TORONTO, CANADA**

**Montreal Branch: 52 VICTORIA SQUARE, MONTREAL, P.Q.**  
**P. A. DOIG, Manager**

# Shoe Salesmanship

Borrow money and you borrow trouble. The difference between poverty and wealth has been defined as fifty dollars ahead and fifty dollars behind, and that is the truth of the matter. One difference between the savage and the civilized man is that the savage eats all that he has and fails to save for the lean day, while he who is civilized has been taught not only the folly of gluttony but the strength and beauty of economy. Man has advanced from savagery to civilization only by slowly gaining ascendancy

## Borrowing Money

assuming an obligation, he does two things which will not make for his betterment: he mortgages his future as well as wastes his present, and he makes a rent in his character which must be repaired. Borrowing is not conducive to self-reliance but is, on the contrary, a desertion of one's better self. In seeking aid from another we in fact say: "Let me lean on you to-day. I am not sufficient unto myself. To-morrow I may be able to stand alone." When we take the first needless loan we have lowered our flag a trifle. The tendency henceforth is downward. "Who goes a bor-

ABCDEFGHIJKLMN O P  
Q R S T U V W X Y Z &  
1 2 3 4 5 6 7 8 9  
abcdefghijklmnopqrstuvwxyz

Show Card Alphabet—F. H. Edgington, with Stanley Mills & Co., Hamilton

over the animal that is in him. The more that he controls his emotions, passions and inclinations, the more successful is he in business and the farther does he advance in wisdom and culture. He who borrows for personal uses without stern reason is letting his inclinations, appetites or sensibilities become obtrusive. The animal part is creeping up upon him and, temporarily, at least, the animal part has become stronger than the reasoning part. He is, strange as it may seem to be, lapsing into a habit of savagery. Every time a man borrows, when by the exercise of resolution, self-denial, determination, he could avoid

rowing goes a sorrowing," says the old proverb. We have opened the door to the cunning wild man within us and you may depend upon it that he will not go out until he is chased out with a club. A small loan—with or without the consent of the owner—made to purchase something which the borrower could well get along without has been the beginning of many a life disaster. The first small loan has sometimes been like the tiny scratch which inoculated the healthy man with septic poison. Like the poison, the borrowing habit has crept through the system. They say that fools rush in where angels fear to tread: the angels never go borrowing.—James E. Clark.



# Ads. and Advertising

The primary idea in advertising is not to fill a certain space with comments of some kind and then wind up with a brief mention of the goods. The latter are, or should be, the primary consideration. A great many things take the place of, or stand for, advertising. Some have the habit of talking about the North Pole expedition or the latest invention in air ships and then adroitly switching the unsuspecting victim on to the subject in hand. The trouble with this is that it very often lands only those who are capable of being interested in air bubbles and leaves the real, but unsuspecting purchaser undisturbed. Other advertisers leave off the preparation of copy until the last thing and then shove in any old thing to fill up and to provide a change. This is no doubt one of the reasons why we often hear that advertising is no good and non-productive of results. Advertising to be most effective must be planned along definite lines and must have the benefit of the dealer's best thought. It must be in line with the store policy in general and with the window display in particular. The one should support the other. The ad. writer must also possess a knowledge of the goods. Nothing else will take its place. This must not be airy nothings or commonplaces merely, but must show an appreciation of the merits and selling qualities of the articles to be advertised. Good advertising is good salesmanship in print. Generalities won't do as a rule. The public want to know what the dealer has and what he is asking for it. The latter cannot catalogue his whole stock, in this way, but he can select a bunch of leaders and describe and price them in such a way as to convey an idea of the quality and price of the lines offered.

Newspaper and magazine advertising are becoming recognized as two of the most effective and ready means of placing a dealer's claims before the public. In other words there is no more rapid and effective way of working up a mail-order business in any line. A study of the class of advertisers who make use of the above mediums will verify this statement. A Toronto paper gives a concrete example of the results experienced by a single firm recently. A Toronto retail firm of advertisers reports that on

one day they received through the mail fifteen hundred dollars' worth of orders for purses. The non-advertising business man will hardly credit such a statement. He knows nothing of such business. Why? He has not cultivated a daily acquaintanceship with the public. Many of these buyers live hundreds of miles from the city of Toronto. These readers gradually grow to feel an interest in and a positive friendship for the firms which address them daily. Of course the more attractive and dignified the address the more likely is the public to be impressed. Results such as reported above cannot be achieved by careless or spasmodic advertising. The firm must have established itself in the confidence of the readers, and this can only be done by patient and honest work.

Ad. No. 1 is AI copy throughout. Descriptions are sufficiently good. A little more might perhaps be said in some cases. Popular prices also form an attractive feature. The illustrations also are up-to-date and assist the eye in reading, besides calling the attention of those interested in shoes to the page. A suggestion for improvement of typography would be to leave out the rules between the items and perhaps a slightly heavier face for the prices. Possibly a slightly heavier face all through for the items would strengthen. The ad., however, must certainly be classed as strong and effective advertising.

No. 2 is an excellent type of single column ad. It is clean, readable and attractive. Note the use of uniform type styles, an attractive bunch of leaders at popular prices and a surrounding rule to give relief to the ad.

Nos. 3 and 4 are examples of strong and attractive advertising. The arrangement is sufficiently out of the ordinary to catch the eye. The illustrations and headlines call attention to the subject at once. A good use is made of prices. Type styles harmonize.

No. 5 is good copy and has the advantage of a good illustration and heading. More care in type-setting and a good border would improve, the necessity for a border, of course, depending to some extent upon the nature of the matter which is next to the ad.

No. 6 is neat, readable and effective advertising. It compels interest by mention of definite lines at definite prices. The type styles harmonize well.

No. 7 is good copy and is set up in an effective and harmonizing selection of type. The ad. is slightly crowded and would be the better for a head-line suggesting the subject at once.

No. 8 is neat and effective in every sense of the word. A good list of leaders at popular prices is an attractive feature. Note the uniform typography. Unfortunately the ad. was printed rather light for best results in reproduction.

**HIDE AND SKIN IMPORTS**—Importations of hides and skins into the United States will aggregate approximately one hundred million dollars for the present calendar year. These articles, therefore, rank second in value in the list of importations. Sugar is the one article the importation of which exceeds in value hides and skins. The value of hides and skins imported exceeds many millions that of any previous year in the history of the country. In the calendar year of 1900 the quantity of hides imported was 307,000,000 pounds, while this year it will exceed 500,000,000 pounds. Nearly one-third of these importations consisted of goat skins, practically one-half of which came from British East Indies.—Ex.

**NOTICE OF INCORPORATION**—The Ontario Gazette of recent date contains the following notice of incorporation:—**PUBLIC NOTICE IS HEREBY GIVEN** that under The Ontario Companies Act, His Honor the Lieutenant-Governor has, by Letters Patent under the Great Seal of the Province of Ontario, bearing date the 3rd day of December, 1909, been pleased to grant a **CHARTER** creating and constituting Henry Curtis Durgin, and Joseph Wesley Williams, manufacturers; Anna Mary Durgin, married woman and Edward George Graham, solicitor, all of the Town of Brantford, in the County of Peel and Province of Ontario, and Margaret Jane Williams, of the

Town of Galt, in the County of Waterloo, and Province of Ontario aforesaid, married woman, and any others who have or may thereafter become subscribers to the memorandum of agreement of the company, and their successors, respectively, a corporation for the purposes and objects following, that is to say: To purchase, manufacture and sell leather, rubber, boots, shoes and other goods and supplies generally used in the manufacture of boots and shoes; the corporate name of the company to be Durgin-Williams, Limited; the share capital of the company to be forty thousand dollars, divided into eight hundred shares of fifty dollars each; the head office of the company to be at the said Town of Brantford, and the provisional directors of the company to be Henry Curtis Durgin, Anna Mary Durgin, Joseph Wesley Williams, Margaret Jane Williams and Edward George Graham, hereinbefore mentioned.—W. J. HANNA, Provincial Secretary.

**WOMAN AS MANUFACTURER**—"I know I'm not saying anything new when I say that success is gained only by hard work and application. Its truth warrants its repetition, however; and if there is any secret in my success as the manager of an unusual business for a woman, this it is. Then there is another secret—one I learned from my husband years ago—and which has been of inestimable value to me. 'Never allow anything to take your mind from your business,' was his slogan, and he lived up to it." This is an epitome of the gospel of business optimism preached daily by Mrs. Edward R. Ladew of Glen Cove and New York, who has successfully carried on the big manufacturing leather business her husband established, and whose achievements have placed her in the front ranks of wonder workers among women. After the death of her husband in 1905, Mrs. Ladew, who was made executrix of his \$2,500,000 estate, took charge herself of his enormous leather business and continued to supply the country with leather belts for machinery. From the first she showed marked ability. She has increased the firm's business almost \$1,000,000.—Ex.

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

FINE WAX SPLITS In Calf, Kip and Sides

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

**OSHAWA** **CANADA** **MONTREAL**

# Store and Window Display

## Window and Store Illumination

The best method of illumination for a department store is a rather broad question, and it is possible to answer it only in a more or less general way. To begin we will give a list of the fundamental requirements that were considered in the selection of an illuminant for one of the largest stores in America. It may be assumed that conditions are more or less the same in all large department stores, continues our informant, Mr. E. P. Oliver. In the following table the various requirements are arranged in the order of their importance: (a) Efficiency—Least wattage consumption per mean hemispherical candle power. (b) Color—Nearest approach to the spectrum. (c) Low maintenance cost—Renewals and labor per kilowatt hour—Long life average. (d) High intrinsic brilliancy—High light sources—Pleasing form of fixtures. (e) Least number of units. Multiple as against single units. Less total outages. (f) Flexibility—Meeting greatest number of merchandising requirements. Minimum care and cost of glassware. (g) Accessibility—Minimum of obstruction and inconvenience in trimming during business hours. (h) Adaptability to existing wiring—Minimum cost of change in wiring, if required. (i) Low first cost of lamp. (j) Low first cost of fixture. (k) Flat distribution curve. (l) Absence of bare light sources. The matter of efficiency is one that is pretty easily determined. To get at it requires only accurate measurement of light and current. Color is another matter. The various types of lamps all vary in the color of the illumination they diffuse. For example, the old-fashioned carbon filament lamp gives a light that is of a strong yellowish red color, whereas the tungsten lamp is nearly white. Between these two are several lamps having various degrees of yellowness. The Gem lamp which shows a high degree of efficiency has a color that runs from yellow to white. There are various forms of the enclosed arc lamp that give a light that is nearly white. In fact, the merchant can get a light that is almost any color he may consider the best suited to his business. In department stores, however, conditions are a good deal the same, as about the same lines of merchandise are carried and for that reason the same quality of light will be required. The principal problem that is encountered in the planning of illumination of a department store arises from the

great number of entirely different lines carried, as a light that will serve admirably for one department may not answer nearly so well for another. For example, there are certain classes of merchandise that appear to better advantage under the warm illumination of a slightly yellow light, while others require a pure white light to bring them out best. The writer has frequently talked with department managers on the subject, and most of them hold to the belief that wearing apparel should be displayed and sold under the same light in which it is to be worn. This belief is held particularly by managers of those departments in which is sold the class of merchandise that may be described in a general way as "evening wear." They contend that most residences, halls and assembly rooms are lighted by the old carbon filament lamps, which shed a decidedly yellow light, and a woman choosing a gown and its trimmings should make her selection under the same lighting conditions. On the other hand, colors that are to be worn on the street should be chosen by daylight or the nearest approach to it. In taking up these points, the writer is simply attempting to show the difficulties with which the illuminating engineer must contend in the selection of an illuminant that will meet the greatest number of merchandising requirements. Viewing the question from every angle, it seems that the most satisfactory lamp is the one that will show the greatest number of colors in their true value, and that is the lamp giving a light that approaches most nearly the spectrum. In this connection it may be said that there are few stores that make the most of their daylighting possibilities. This is one thing that is generally done better in Europe than in America. In all of the European capitals one is impressed by the great amount of plate glass used in store construction. Particularly in Berlin may be seen stores in which the fronts are practically all glass from top to bottom. They also use a great deal of prismatic glass to direct the daylight. It seems pertinent here to give some general suggestions as to testing lamps for store lighting. If the installation is to be a large one, involving a big expenditure, it will pay to make a pretty thorough trial of the various lamps that are to be considered. This test should cover a period of time sufficient to determine the comparative durability of the lamps. In order to make fair comparisons the lamps should be

tested at the same time under conditions as nearly the same as possible. It is likely that the readings of the instruments will be taken after the store has been closed in the evening, so all that will be necessary is to set aside a sufficient number of space units of the same size wherein the lamps are to be placed. In determining the relative efficiency of the lamps the following are some of the things that are to be considered: Size of space. Number of lights. Total square feet. Total watts. Watts per square foot. Nature of surroundings (color of walls, fixtures, merchandise, etc.) Reflectors used, if any. Color of illuminant. Voltage. Ceiling height. Readings of instruments to measure the intensity of light should be taken at plane of counter. High intensity of illumination along the counters and lower intensity in the aisles is considered the most satisfactory for the illumination of the average store. In determining the height at which lamps are to be placed the eye-comfort of the customer should be considered above everything else. If the right sort of reflectors are used, the height of the lamp is not important as a factor in the distribution of illumination. There is such a great variety of reflectors on the market at present that there should be no trouble in finding one that will put the light just where it is wanted, no matter how high the lamp may be. There is therefore no excuse for hanging lamps so low that they shine in the eyes of the customer. This is a not uncommon fault with store lighting and it should be avoided particularly where high power lamps are used.

**EARLY CLOSING IN MONTREAL.**—Information was conveyed to the City Hall on Dec. 6th, that another fight was to be made in order to get the early closing by-law quashed. It was thought, by the city fathers, that when the Privy Council decided the by-law was legal, that this would be the end of the matter; but such is not the case. The new move now is in the form of a petition largely signed by store-keepers to be submitted to the City Council, praying this body to repeal the enactment. The contention will once more be put forward that the by-law interferes with trade and commerce, and that the aldermen will be acting unjustly if the enactment is not repealed. Members of Council have also been informed that there are storekeepers in the city who will work bitterly against them at the next civic elections if they turn down this final request for the destruction of the enactment. "I for one," said Ald. Turner, "will not vote for the repeal, though I am a storekeeper myself. I have seen many members of the Council, and scarcely any of them will vote for the by-law being repealed. The final fight now being put up by shopkeepers will fall through, no matter how largely signed the petition may be." Several other members of Council were seen and expressed similar views.

**A BARGAIN IN SHOES.**—Strange things happen in Petticoat Lane, London, Eng., which is the largest second-hand goods market in the world, and where one can purchase anything from a needle to an anchor. The other day a laborer picked up a pair of old-fashioned shoes for ten cents. When he had cleaned them he found that the buckles were solid gold, and he sold them again for \$25.—Ex.

# McKays and Turns

IN  
MEN'S, WOMEN'S  
and LITTLE GENTS

Our 1910 LINES  
are top notchers that  
will catch the TRADE.

FOR JOBBERS ONLY

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MONTREAL, P. Q.

WHERE  
**AMHERST**  
MAKE  
EXCELS



7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR



# Rubber Footwear

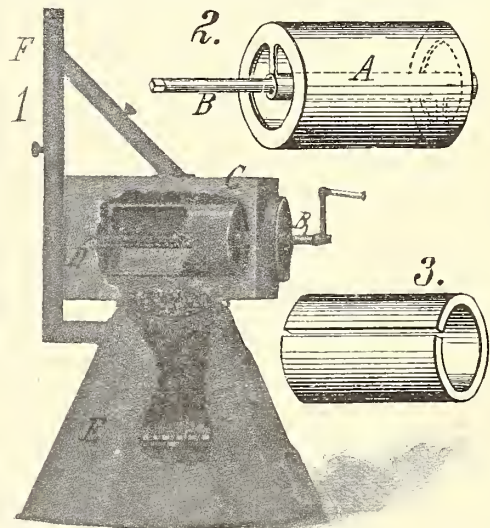
Things are not running as smoothly in rubberdom as might be wished. There has been a tendency on the part of some to cut prices which always has a demoralizing effect upon trade. It is the customer, however, who is having the wool pulled over his eyes, for while he thinks he is buying first quality rubbers at old figures, and in some cases lower than former figures, he is in reality getting only second quality goods. This, to say the least, is a most reprehensible practice on the part of the dealer and will no doubt prove a boomerang in the long run, for he may be sure that his "sin will find him out." Some of the manufacturers are a little quiet just now, as is usual at this season of the year. Sorting is being looked after, and a general clean-up is taking place preparatory to the spring run. It is expected that business will take on new life after the advent of the new year.

The month in the rubber market has had its ups and downs, its joys and sorrows, its boosts and bumps, and yet the situation is very little changed since last report. The manufacturers were somewhat elated at the prospect of cheaper raw material, but a crimp was put in their anticipations when the market again took a turn and began to rise after a decline of over thirty cents. Fine up-river Para is now quoted at \$1.81 with other grades at proportionate figures. Receipts have fallen off slightly, and this, coupled with the increased buying in England has had the effect of staying the downward tendency which had set in. Africans are also very firm, as is in fact anything in the shape of rubber. Plantation rubber is in good demand and finds a ready sale. The outlook certainly favors a stronger market, notwithstanding the predictions that a still further decline may be look-

## PREPARING RUBBER

In preparing crude rubber from the juice of the rubber tree, the usual method is to dip a stick into the juice, and then hold it in a smudge, so that the smoke will coagulate the rubber in a thin layer on the stick. Layer upon layer is thus formed, until a large mass of the crude rubber is obtained. A machine for performing this work has recently been invented. The machine comprises a drum *A*, open at each end, but formed with flanges to retain the juice of the rubber tree

when placed therein. The drum is formed with an axle *B*, on which is a crank to permit of rotating it during the process of coagulating the rubber. The drum is mounted within a smoke chamber *C*, being supported on a pivot rod *D*, that enters a hollow portion of the axle of the drum. The axle at the opposite end of the drum passes through a cap, which closes a large opening in one side of the smoke box. Below the smoke chamber *C* is a fire chamber *E* of frusto-conical form. The two chambers are separated by a screen, which supports a mass of pebbles and broken stone. The purpose of this screen is to prevent soot or ashes from passing upward and lodging in the rubber. A smoke pipe *F* is formed with two branches, one connecting with the smoke chamber *C*, and the other with the fire chamber *E*. In operation the drum



is partly withdrawn from the smoke chamber, while its inner end is supported on the pivot rod *D*, and a quantity of the juice is poured into it. The drum is then moved back, and the smoke chamber is closed. Now, on operating the crank, the drum is revolved, and a thin layer is formed on the inner side of the drum. This layer gradually grows until the entire mass of rubber is coagulated. The dampers are then turned, to permit the smoke to pass up the chimney without going through the smoke chamber. The drum *A* can now be removed, and the mass of rubber taken out of the drum by cutting it lengthwise. The rubber thus formed will have the shape shown in Fig. 3. Mr. Enrique Molina, of 131 East 63rd Street, New York, is the inventor of this apparatus for treating rubber.—Scientific American.



# MAPLE LEAF RUBBERS



You  
Are  
Looking  
For  
Best  
Quality,  
You  
Will  
Find  
It  
In  
The  
Reliable  
Maple  
Leaf  
Brand



Men's Blue Lacrosse



Men's White Bal.

Maple  
Leaf  
Rubbers  
Are  
Stylish,  
Take  
Well,  
Fit  
Well,  
Wear  
Well,  
Sell  
Well  
And  
Pay  
Well

SEND FOR CATALOGUE AND PRICE LIST



## The Maple Leaf Rubber Co. Limited

PORT DALHOUSIE - ONTARIO



# PHILIP JACOBI

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LADIES' BOUDOIR and INFANT FOOTWEAR  
SPECIALTIES

Ladies'  
Boudoir  
Slippers  
Make the Feet  
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Soles.  
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In Almost Every Color and Style



A COMPLETE LINE OF INFANTS' FOOTWEAR ALWAYS ON HAND SHOWING 150 VARIETIES

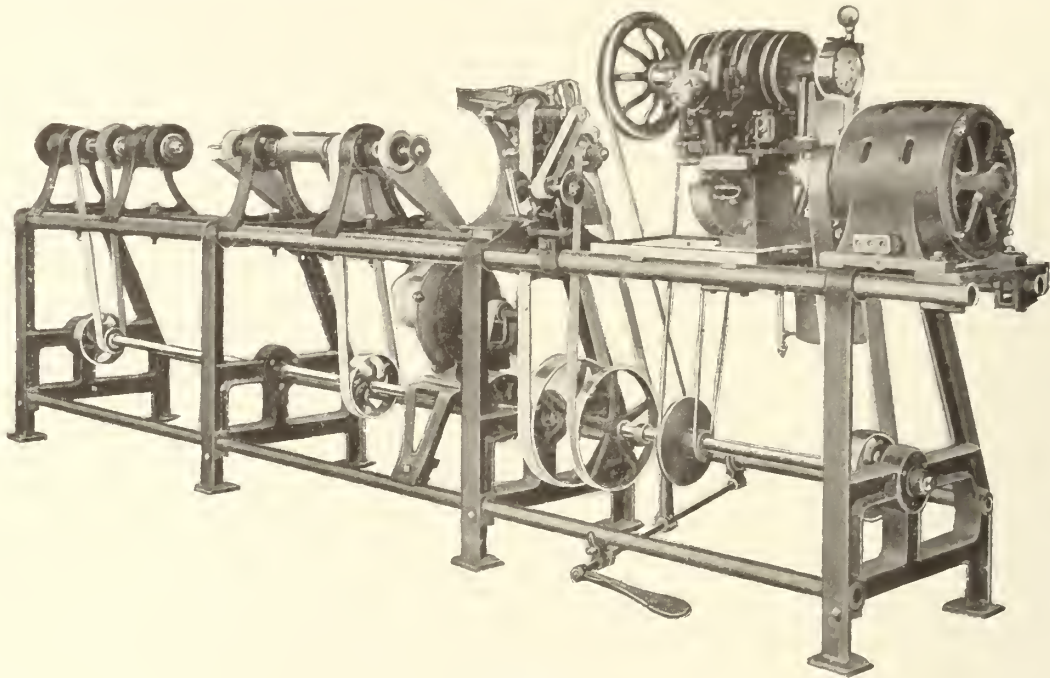


EVERY FIRST-CLASS SHOE STORE REQUIRES THESE GOODS

5 WELLINGTON ST. EAST

TORONTO, CANADA

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

### UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

492 St. Valier Street, QUEBEC.

# On the Road

The annual meeting of the Commercial Travellers' Association of Canada took place in St. George's Hall Toronto, on December 23rd. There was a large attendance and great interest manifested in the proceedings. The treasurer's statement showed receipts for the year of \$123,817. Of this amount \$53,992 went in mortuary benefits, and \$11,275 to the surplus allotment account. After general expenses had been met a balance of \$45,196 remained to be placed to the permanent reserve. The surplus is now \$687,372. During the year the membership was increased by 686, and now totals 9,326. Mr. John Gibson was re-elected president; Mr. E. Fielding was re-elected treasurer; and Mr. Jas. Sargent was re-elected secretary. Mr. Sargent has filled the office of secretary most acceptably for thirty years.

The annual meeting of the Voyageurs de Commerce was held in the city of Montreal on the 16th December, when a fair representation of the members was present. Amongst the items of business transacted was a decision to take up the annual collection for the city's poor. The following officers were elected for the ensuing year: President, Jos. Poirier; 1st Vice-President, Jost. Cote; 2nd Vice-Presidents, Ovide Hamel, G. Van Felson; Secretary, Arthur Tremblay; Asst. Secretary, Jules Lanonette; Directors, Messrs. Giguere, Tremblay, Morency, Trepanier, Lemieux, Simmoneau.

The travelling salesman is to-day a very different person from the drummer of fifty years ago. There was a time when the term "travelling man" was generally accepted as descriptive of a sort of happy-go-lucky individual whose money came easily and went easily, who affected startling costumes and anon constituted himself a travelling jewelry store. He was generally understood to be very gay, overflowing with exuberance; in other words, very jolly on all occasions. While our memory does not extend so far back as half a century, we presume that this ideal of the drummer actually existed. So far as our memory of the travelling salesman is concerned, we have always known him as we know him to-day, as a serious man, a man of affairs, a business man of wide experience, a man cosmopolitan in his sympathies, steady, industrious, serious when business

demands, a good companion, and temperate, as much so as men in any other walk of life. We know of no travelling men who are not devoted to their families, and who are not as typical business men as the proprietors of the houses they represent. They are a very important factor in the transaction of business to-day, for times have changed and buyers prefer to have the market come to them rather than to go to the market, as they did in former days. This is accomplished through the travelling salesman who visits their stores. We think that the wholesale houses fully appreciate the importance to them of the travelling salesman, and yet it is possible that they do not in all instances. The heads of concerns are apt to get a trifle conceited, imbued with the idea that they are a great house and that they are so widely and favorably known that trade must inevitably come unsolicited, but the fact of the matter is, there are thousands of retailers everywhere who do business with the representative of the house in the person of the travelling salesman, and not with the house itself. They know nothing of the house and care less about it. They look to the salesman to see that goods purchased are up to the sample, and if they have any complaint to make they go to the salesman and expect him to see that their mistakes are rectified. They do not know the house or any of the partners or members of the firm or corporation, and they care still less about them. That is why many travelling salesmen, changing their connection and going with a rival house, not infrequently take a large part of their trade with them. Individuality counts for a great deal in business to-day and distributors of goods should take this fully into consideration and appreciate the travelling salesman for his true worth.

## WANTED

Salesman for Ontario and Quebec, to represent large wholesale house—carrying stock in Boston and New York. Have large established trade in Canada. None but experienced salesman with established trade considered. Commission basis only. References required.

Address— B. L. A., P. O. Box 1822, NEW YORK CITY

## DIFFERENT---AND BETTER

Rubber heels sell because they have two advantages—they lessen the jar of walking and prevent slipping. At least they are supposed to do both.

Their value for relieving the jar depends of course on their being made of new, resilient rubber. Heels made of old or scrap rubber are little better than leather.

To prevent slipping most makers depend on corrugations or cup-shaped hollows in the heels. These work fairly well at first, but the very corrugations allow the heel to wear off quickly, and soon it is simply a flat piece of rubber, with little or no power to grip a slippery surface.

### “CATSPA W” RUBBER HEELS

have a new and far superior anti-slip device—a Canvas Friction Plug set in the rubber near the back of the heel.

This plug is always level with the heel's surface. It grips icy sidewalks or slippery floors or steps firmly, giving perfect security to the step not only when the heels are new, but until they are completely worn-out.

Instead of hastening the wear, as corrugations do, the Catspaw Friction Plug makes the heel wear much longer.

Catspaw Rubber Heels are made of new, live rubber. They give a light, easy, springy tread, secure on any surface. They relieve the jar on the spine, frequently curing backache or even headache. They make rubbers unnecessary, or if they are worn Catspaws save the rubber-heels and make them wear much longer.

Catspaw Rubber Heels are in a class by themselves. Don't try to satisfy your customers with ordinary rubber heels—give them CATSPA WS—the heels with the Friction Plug.

**WALPOLE RUBBER CO. LIMITED**  
MONTREAL



# Gloves and Mitts

Rabbit skins that are to be colored after tanning require to be handled very carefully, remarks a German authority, both in the beam-

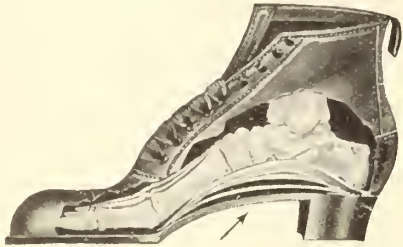
**Coloring Rabbit Skins** tanning is done with alum or salt, or by a so-called chrome process. After tanning they are given a special mordant, which must be stronger or weaker, according to the depth of color, or shade they are to have. For these mordants bichromate of potash and sulphite of iron or copper are employed, and they must not be too strong. For the darkest tones not more than four per cent. of the bichromate or sulphates and two per cent. of cream tartar. The latter must be added in all cases. In alum tannage the temperature must not be kept too high; with chrome the mordant may be appreciably warmer, as this salt renders the fibres more resistant. The skins should be paddled for from two to three hours in the mordant and then well rinsed in clean water and piled in heaps to drain off. They may then be at once colored, using dyes prepared especially for skins. The dye bath should be warmed slightly for white tanned skins, somewhat more for the chrome. They should be kept moving in this from one to two hours and then rinsed in clean water and finished in the usual way. In summer it is advised to use a cold bath, keeping the skins in it from six to eight hours.

Dog skin produces a beautiful leather when it is submitted to a suitable treatment but very often the

**Tanning Dog Skins** hides of this animal are very badly done. Dog skins contain a large proportion of grease and the first problem which presents itself to the tanner is the complete expulsion of this grease, which would be an obstacle in consequent processes. Having proceeded to the work of washing, continues Halle Aux Cuir, it is necessary to work them in order to get rid of a part of the grease. Then the skins are placed in a warm solution of weak alkali in which they are occasionally agitated, which is followed by another putting out. The alkaline solution is prepared by dissolving  $2\frac{1}{4}$  k. of washing soda in a barrel of water at 35 deg. C. (86 deg. F.) Leave the skins in this solution for about a minute and after working

again to produce softness the treatment can be repeated until the grease in the interior of the skin has been expelled. The skins are then placed in water for a period of from 24 to 36 hours. They are then unhaired; this last operation being preferably accomplished by sulphite of sodium. A suitable liquor is made by dissolving  $4\frac{1}{2}$  k. of depilatory crystals in 31 litres of water and allowing the skins to remain in this mixture, with frequent agitation, for 36 hours, or until the hair becomes loose. The skins are unhaired, washed, and then thrown into a lime liquor. This requires two to four days, according to the thickness of the skin and the strength of the liquor. By this proceeding the lime retained is saponified and easily removed. For bating the skins the bran preparation is most suitable and is prepared thus:  $22\frac{1}{2}$  k. of bran are placed to digest in warm water until it becomes sour. The mixture is then diluted with 3,178 litres of water to which is added  $45\frac{1}{4}$  kilograms of sulphuric acid. The skins remain long enough in this liquor to completely remove the lime. After having been put out on both flesh and grain sides the skins are ready for tannage. By reason of their porous nature the tannage is rapid and presents no difficulties. The best materials are extracts of hemlock and quebracho which may be employed either singly or together. Quebracho extract gives a very fine natural grain. The tanning is preferably done in a rotary drum. The skins are at first tinged in a feeble liquor which is subsequently reinforced twice a day. Once thoroughly dried, the skins are passed on to the sumac, washed, put out, oiled and dried, after which they are moistened, worked, stuffed with oil, soap and degreas, and then dried again. If the skins are to be dyed they are sent again to the sumac in order to brighten the color. The dyeing is done in a drum, then the skins are oiled and made dry. They are then ready for glazing by hand or machine. When the tannage is effected by quebracho extract, the liquor is started at  $\frac{1}{2}$  degree Baume for each 454 litres. To the liquor is added 680 grains of alum, and of salt 1 k. 812. The skins rest in this liquor 36 hours. They are then placed in a liquor one-half stronger, where they remain for the same length of time, and on the termination of this they are placed in a liquor of  $1\frac{1}{2}$  degrees Baume until they shall be completely tanned, which will require two days.

**TREATMENT OF BROKEN DOWN FEET**—The enterprising firm of Toronto, The Scholl Mfg. Co., orthopedic specialists and makers of appliances for the feet, are very successful with promoting the sale of their goods through shoe retailers in Canada. Shoe dealers, says Dr. Scholl, of this company, are the best people to have handle this class of goods. They are better than druggists or surgical instrument houses or department stores, because they come in personal contact with the man buying the shoes, and with the shoe offered, the clerk or salesman can soon ascertain if that customer requires an arch support or "Foot-Eazer" to give him comfort. A novel campaign of advertising has been started by this company, extend-



ing throughout all parts of Canada, and it is their desire to educate not only the layman but get the goodwill and endorsement of every practicing physician who is not already an enthusiastic believer in the method of fitting artificial spring support to the arch of the foot. Foot troubles are becoming very numerous. It is only until this firm took up the sale of and advertising their goods that people realize that they could be benefited by wearing this apparently simple contrivance in their shoe. These supports fit in the shoe like an insole but extend to the ball only, so that no larger shoe is required, and no matter how severe the case of weakened or broken down arch is, Scholl's arch supports or "Foot-Eazers" will give permanent relief. While this company has only been located in Canada

less than four months, their business has grown enormously large. Their local manager informs us that there is scarcely a large shoe dealer from Winnipeg to Montreal who does not carry Scholl's goods in stock. Some of them are even advertising and pushing their sale through their local papers. It will be well for any readers of this Journal who are not now in touch with this company, to write for samples or literature. Address them, The Scholl Mfg. Co., Toronto.

**DANGER FROM HOLIDAY DISPLAYS.**—With a view to promoting safe electrical construction, in connection with inflammable Christmas displays, Mr. James Bennett, chief electrical inspector of the Canadian Fire Underwriters' Association, is addressing a communication to the electrical contractors inviting them to advise with him as to the proper precautions to be observed in the preparation of their holiday decorations and displays. According to the electrical inspector, defective electrical construction, at this season of the year, is apt to result seriously, on account of the great amount of combustible material exposed. For this reason cities, who have suffered from experiences of this nature, have adopted stringent rules governing the installation of such displays, and prohibits the use of cotton batting or other highly inflammable material in connection therewith. While the protection of the shoppers against the dangers of fire and panic is naturally a question of prime importance, the evil effect, which a panic scare might have upon Christmas trading, would appear to furnish an additional reason for the active co-operation of all merchants and electrical contractors with Mr. Bennett in his efforts to prevent dangerous installations.—Ex.

**WANTED**—By a boot and shoe traveler of 15 years' experience in the Maritime Provinces, and with an A1 connection, a situation as traveler for a first-class boot and shoe house; open for engagement 1st Jan., 1910. In writing please state terms and length of engagements required. First-class references on application. Address Traveler, P.O. Box 331 St. John, N.B.

# MULE

If you cut "Split" Gloves and Mittens don't forget the  
P. & V. Lines.

Largest Tanners, widest range of colors, most uniformly  
selected and always soft.

TRY SAMPLE DOZENS

PFISTER & VOGEL LEATHER CO.

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*Distributors:*

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PARIS, FRANCE

Address all correspondence to BOSTON OFFICE, 85-89 South Street, BOSTON, MASS.





# Leather Goods

A good quality of imitation seal leather is made of cow hides. The tannage should be soft and pliable.

**Good Imitation Seal** The leather is first split as usual, only about eight or nine ounces, so as to get a good coarse pebble; then when the leather has been colored and finished the grain is split off very light and used for pocketbooks, bags and other fancy leather purposes. The other part makes nice blacksmith's apron. Some of this leather resembles genuine seal so closely that it cannot be distinguished from it. The leather should become soft with use but should not show a coarse grain and fibre. Goat and sheepskins are also split dry and used for fancy leather. Genuine seal skins, after they are finished, are also split down very light for book-binding, pocket-books, etc. When splitting finished leather the splitting machine must be kept absolutely clean or the finish will be soiled.

One of the characteristics which distinguish some New York trunk stores, particularly those in the busy down town districts where outside display of stock is often greater than **Protection of Outside Displays** that on the interior, is the necessity for protection against theft and this is effected by running chains through the handles of bags, suit cases or other articles which might be "lifted" by a passing thief. At some of these stores the goods are not only piled high in front of show windows, and around entrance, but every available foot of wall space around the front is utilized to make the showing more conspicuous. The corner location is considered a valuable one for this reason and we have seen stores where the goods are displayed against the side wall out of sight of either the proprietors or clerks, but it is needless to say all the articles except those too large or heavy for surreptitious removal without attracting attention, are protected by stout chains arranged as before mentioned. Outside display is a favorite custom with English traders, but they do not appear to take the same precautions against loss by theft, or else the stealing of merchandise so temptingly presented is a less frequent occurrence. Perhaps greater care will be exercised in view of a recent legal action following the prosecution of a thief who had appropriated some articles thus exposed in front of a Walsall shop. The correspondent of an English ex-

change cites the case as a warning to others who may be careless in this matter especially in leaving articles out after dusk. We might suggest the adoption of our American method of security in the use of chains. The case is reported as follows: "Recently some goods were stolen after dark from a shop front, and the shop-keeper prosecuted the thief. Judge of his surprise when the case was dismissed under plea of the First Offenders' Act, and some caustic remarks were made by the judge to the effect that tradesmen were more to blame than the thieves for having goods outside at dusk. I mention the matter here as a warning to traders, for I know it is quite common for goods to be outside after dark and up to the usual shop-closing time."

Among the new leathers recently introduced in Europe, that obtained from the skin of the brown rat of India, is attracting the favorable attention of leather goods manufacturers. It is said to be especially well adapted for pocket books, purses, gloves and various fancy articles. In the quest for novelty, tanners will doubtless find this a profitable field for development, as the supply is said to be abundant and in quality, rat hides should be suitable for many purposes for which other and more expensive skins are now used. In marketing rodent leather goods, however, its real character would have to be veiled by some arbitrary and fancy name, since the innate feminine aversion to this species of quadruped might preclude any favorable reception of the novelty. That the foreigner is not largely influenced by sentiment in the selection of leather goods is evidenced by the progress already made in the rodent skin trade abroad. A recent report from Calcutta on the new industry says: "It has been found that the skin of this animal is well adapted to a variety of purposes, such as the binding of books, the making of purses, gloves, and other articles of feminine use and adornment. It is stated that already the traffic in this commodity amounts to about \$250,000 per year in Great Britain and advertisements have appeared for supplies of skins of the brown rat in lots of 100 to 10,000. The supply of rodents is illimitable, and incapable of exhaustion, and the demand for the skins, especially of the brown species, is likely to go on increasing."



—▶ The Mark of Superiority ◀—



# The 1910 Lines of ELMIRA FELTS

Represent all the most Up-to-date  
Features in Felt Shoe  
Manufacture

**ELMIRA  
FELTS  
ARE THE  
VERY BEST**

Elmiras have won a most en-  
viable reputation for Superi-  
ority in FIT, STYLE and  
WORKMANSHIP, assuring  
perfect comfort. Write for  
Catalogue and Price List. *ℓ*

**G. V. Oberholtzer Co. Limited**



Berlin *ℓ* Ontario



# With the Manufacturer

The past month has been a fairly busy one with the manufacturers of boots and shoes. The holiday season always interferes more or less with the work in the factories, but this year the wheels have been kept humming without much interruption. Spring orders are pretty well under way, and there is every indication that even the high average of last year will be exceeded in the volume of goods turned out. The wholesalers and jobbers report a splendid trade during the month just closed. Sorting orders have been coming in freely. The holiday trade was most satisfactory and much ahead of the same period last season. In the Maritime Provinces and Quebec business has also been on the increase. The same can be said of the Northwest, where everything seems to be in good shape. Collections are improved and there seems to be a freer circulation of money. The recent heavy snowfall has tied things up a bit in the more rural districts, but the general outlook is most favorable for an increased volume of business throughout the country.

The Leicester correspondent of the Shoe and Leather Record writes as follows of business conditions in that centre: "That an exceptionally early opening of the spring season has been effected by boot manufacturers here has been more than once indicated in this column of late, and I can only add that the most recent reports which have reached me confirm all that I have previously written, and leave no doubt whatever in my mind that the present month will prove quite a record December in the way of production. In previous years a large proportion of the firms who could have been found on full time were not necessarily engaged wholly in the execution of orders, but were putting probably half of the daily production into stock. To-day, however, it would, I think, be difficult to find many wholesale firms who have not as many orders on their books as they can deliver by March 1, and, as a consequence, a large number of the leading manufacturers in this centre find themselves in the unprecedented situation of being able to work right up to their highest capacity during the whole of the month of December. I may be allowed to offer a word or two of congratulation to every boot buyer who has secured the acceptance of his spring contracts at anything like his old prices, for manufacturers are just now talking most determinedly of a very early revision of all present quotations. I

**Business Conditions**

**English Conditions**

heard of a case this week in which an order was returned to a large factoring house with the notification that an advance of 8d. per pair was required. There was a bit of 'sparring' for a few days, but in the end the order was confirmed at the advance demanded. A good deal of bluff is, I am told, being practised by some of the multiple-shop firms, and it has at times, I fear, been more or less successful, though rarely, I should imagine, where the manufacturer contemplates paying for the leather from which he is making his boots." Reports from Northampton and Manchester would also indicate that notwithstanding the heat of the political battle which is now on, business is experiencing a most welcome spurt.

The question of uniform cartons has been from time to time strongly advocated in the columns of the Shoe and Leather Journal and not a few dealers throughout the country have had their shelving built with this object in view. A visit to a store thus fitted is the strongest argument in favor of such a system. A suggestion comes from a manufacturer that we once more take up the subject and invite the trade to discuss the pros and cons of the question. We willingly comply, and open our columns for a full and free discussion of the topic, trusting that the trade generally will enter heartily into the discussion and send along their views. The following has been suggested as a basis on which to work:

	Boxes to a Shelf.	Length.	Height.	Width.
Men's Heavy Goods .....	3	12 2/8 in.	4 2/8 in.	7 4/8 in.
"    Light    "    .....	3	12 2/8 in.	4 2/8 in.	6 4/8 in.
"    Slippers, Overshoes, etc. . . .	3	12 2/8 in.	4 2/8 in.	5 4/8 in.
Boy's Heavy Goods.....	3	11 in.	4 2/8 in.	6 4/8 in.
"    Light    "    .....	3	11 in.	4 2/8 in.	6 in.
"    Slippers, Overshoes, etc. . . .	3	11 in.	4 2/8 in.	5 in.
Youths' Heavy Goods .....	4	10 in.	3 3/16 in.	6 in.
"    Light    "    .....	4	10 in.	3 3/16 in.	5 4/8 in.
"    Slippers, Overshoes, etc. . . .	4	10 in.	3 3/16 in.	4 4/8 in.
Ladies' Button or Lace Boots . . .	4	11 in.	3 3/16 in.	5 4/8 in.
"    Oxford Slippers, O'shoes. . . .	4	11 in.	3 3/16 in.	5 in.
Misses' Button or Lace Boots . . . .	5	9 4/8 in.	2 9/16 in.	4 4/8 in.
"    Oxford Slippers, O'shoes. . . .	5	9 4/8 in.	2 9/16 in.	4 in.
Child's Button or Lace Boots . . . .	5	8 4/8 in.	2 9/16 in.	4 in.
"    Oxford Slippers, O'shoes. . . .	5	8 4/8 in.	2 9/16 in.	4 in.
Infants' 0 to 6, 2 pairs in each box	6	7 in.	2 1/8 in.	3 1/8 in.

How to accurately get at the cost of manufacturing is a perplexing problem to many. It is a mere matter of guesswork with some, but others again have learned by long experience how to keep close tab on every item of expense entering into the cost of a shoe. Harry B. Heath in American

**Something About Costs**

LINEN THREADS

For All Kinds  
of Manufactures

COTTON THREADS

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe Laces Mohair, Leather,  
Mercerized, Silk.

FRANK &amp; BRYCE, Limited

TORONTO  
MONTREAL  
QUEBECTanneries:  
Berlin, Penetang and  
Listowel

Use

**Penetang Sole**

on your **Lumbermen's, River Drivers', Fishermen's and Miners' Boots** as also on all work that is subjected to **hard wear**. It is always reliable, tanned by the old-fashioned, long-time process and it **holds the calks and hobnails**. No other "just as good." Try it and be convinced. "Cuts like cheese and wears like iron."

**The Breithaupt Leather Co., Limited**  
Head Office - Berlin, Ontario

**The Bonner Leather Co.**GLAZED KID MANUFACTURERS.  
BLACK AND COLORS.Salesroom—6 Lemoine Street,  
J. H. GOYER, Representative.

Office—1060 Notre Dame Street West,

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ON CONSIGNMENTS.**Leicester, Eng.** and at Kettering, Northampton  
Frankfort-on-Maine.

Cable "HIDES," Leicester.

**LARRIGANS**

Now is the time to place your Order for Larrigans. Prices are at their lowest and as hides and leather are soaring, get in on the ground floor by placing your order now. The R. M. Beal Larrigans are made for service and they never fail to give perfect satisfaction.

**THE R. M. BEAL LEATHER CO., Limited**  
LINDSAY, ONT.

Shoemaking has the following to say on the subject: "In these days of keen competition when everyone is trying to beat the game by adjusting systems of various kinds for the saving of time, labor, floor space, etc., we find that the successful manufacturer is keeping pretty close to his cost department. The two vital items for the cost man to keep constantly in mind are the footage of upper stock used in the cutting room and the manufacturing tax. As everyone knows, the amount of upper stock used in the cutting of a shoe is one of the hardest items to get an accurate cost on, especially for the manufacturer who caters to the retail trade, and more especially for the manufacturer who buys his stock in small quantities and from many firms. Of course, some stock cuts up closer than others, due to conditions we are all familiar with, and to strike an average that we can feel is absolutely correct is a puzzler. And then again, the many different lasts which may be used with the same patterns causes the amount of footage to vary as the pattern may have to be run one-half a size up or down, or even more as the case may be. Certain styles of lasts also cause the run of sizes on a case to vary, and if the nature of the last is such that the buyer is forced to run into the larger sizes more than on the average last, then of course the footage of upper stock will increase, and if the last is a strong seller the manufacturer will be a loser if he does not figure accordingly. A great many manufacturers do not pay enough attention to their manufacturing tax after once fixing the footage, and this is a great mistake, as in a year's time, and even less, a great many conditions have to be met, and while they may not appear to be of any material consequence taken singly, in the aggregate they may have considerable bearing on the manufacturing tax. The other items in the cost of a shoe after the cost man has once gotten the accurate data, will not require so much close attention, as they will take care of themselves in a general way. Hence, watch your footage on upper stock, and delve into your manufacturing tax from time to time."

It is a regrettable fact that agitators and reformers sometimes make rash statements which when brought to task they cannot verify.

**Repudiates** Moral reformers should be very  
**Such a Charge** careful what they say, and should never say anything without positive data upon which to make the statement. No doubt much harm is done by this wholesale condemnation of supposed evils. When the character of any man, woman or child is at stake, public agitators should be very guarded in what they have to say. The *Boot and Shoe Recorder*, of Boston, Mass., dealing with the subject under the caption of "Vice and Shoemaking" has the following to say: "There always will be cranks in the world. Just as long as this terrestrial

ball revolves the self-assertive agitator will be heard. But there are cranks and cranks. Every man who endeavors to improve the world in an original manner is so denominated. Doubtless Franklin was a crank, spending his time in kite-flying and sending keys up into the lightning charged clouds. Alexander Graham Bell was a crank when he asserted he could make a thin sheet of iron talk. Hundreds of inventors have come under the head of cranks until their theories proved the stepping stones to many of the marvels of modern science and civilization. But there are other cranks—those who start with a theory and then bend every report, true or false, into an argument to prove their statements. Too often ministers of the gospel and public lecturers make statements which cannot be authenticated and which therefore do more harm than good, for instead of bringing their hearers around to their way of thinking they turn them to opponents. Such was the case in Cincinnati a week or two ago when the president of a prominent church body made the statement that 'the condition of the girls in Cincinnati factories is no better than that of those who walk the streets.' This is a statement so broad and inclusive as to show its falsity upon the face of it, and it is no wonder that the shoe manufacturers of Cincinnati were incensed and held a special meeting to denounce the charge. The shoe manufacturers of Cincinnati like the shoe manufacturers of other cities, have done and are doing much to improve the sanitary and social conditions of their help and to encourage right living, and they have invited the members of the association, before whom this address was given, to investigate in any manner they desire, the social conditions of their employes, knowing that the girls employed by them will average as well as the same number of young women employed in any other calling or chosen from any other class of society. The same statement can be made regarding the female employes of shoe factories in any part of the country. The girls are, as a rule, ambitious, active, and self-respecting. They earn good wages and most of them are enabled to save some money over and above their weekly expenses, and it must be considered a reflection upon the entire trade when any man of such prominence speaks in so public a manner and casts opprobrium upon an entire class because possibly he may have heard of one or two isolated cases of depravity. The manufacturers of shoes are careful of the morals of their employes to such an extent that persons of doubtful character are not welcomed as workmen or workwomen, and that such, if they are discovered in shoe factories are not encouraged to remain, for fear of a demoralizing influence upon their associates. The boot and shoe trade is as free from vices indicated by the good Methodist brother as any other industry. We challenge any refutation of this statement."

# G. L. MICHEL & SONS

Newland Leather Warehouse - NORTHAMPTON. ENG.

In addition to our Large Stock of Leather, we have in Stock nearly everything required in the Trade, at exceptionally Low Prices. Every Machine guaranteed in perfect order.

## Recent Additions to MACHINERY DEPARTMENT include---

**B**OTTOM Scourers, Heel Scourers, Heel Trimmers, Forepart Parers, Edge Setters, Brush Shafts, and all Finishing Machines.

**O**PEN Bed and Box Cutting Presses, Rollers, Bottom Levellers.

**S**INGER and Wheeler and Wilson Flat, Golosh, Wax Thread, Patching and Zig-zag Machines.

**H**ARLOW Seam Rubbers, Lufkin Folders, Lee Hammering-off Machines.

**T**REEING Machines and Feet, by Mobbs and Lewis, and Miller.

**Blake Sole Sewers, Empire, Keats, and Goodyear Stitchers**

**Guaranteed Perfect**

**H**HEEL Attachers and Builders, with Dies and Moulds; Robinson, Peberdy and Earp, B.U.S.M. Co., and other makers.

**S**AFES, Weighing Machines, Roll top Desks, and other Office Furniture.

**S**PLITTING Machines, all sizes, for Upper and Bottom Leather.

**P**ERFECTA Tacking Machines, Challenger Lasting Machine by Dilley.

**F**ORTUNA, Amazeen and other Skiving Machines.

**L**EATHER Sample Cases and Hand-bags, Sectional Cutting Boards, Work Baskets.

**E**MBOSSING Machines, and about 200 Embossing Dies and Trade Marks.

**C**HANNELLING, Channel Opening and Laying Machines for Hand and Power.

**Complete Plants or Single Machines Packed Carefully for Export.**

**T**OEPUFF Skivers, Split Lift Machines, Rand Turners, Oil Filters.

**T**OECAP Machines for Hand and Power, and about 250 Toecap Machine Dies.

**E**YELETTING, Punching, Hooking, Tubular, Riveting, Gimping, Button Fastening, etc., Machines.

**B**OOT Racks, Lasting Jacks and Stands, Press Blocks, and everything required in a factory.

**T**WIN Eyeletters, Lee Prickstitch Machines, Closing Machine Stools.

**"P**ARAGON" Hammering-off Machines, Lee Chopping-up Machines.

**L**ASTS and Knives, in all shapes; lasting jacks and stands. State your requirements. G. L. Michel & Sons, Newland, Northampton.

**C**UTTING Presses, rollers, and all shoe machinery, cutting boards, boot racks. Inquiries solicited. G. L. Michel & Sons, Newland, Northampton.

**B**LAKE Sole Sewers, Empire, Good-year, and Keats stitchers, guaranteed perfect. Write for quotations. G. L. Michel & Sons, Newland, Northampton.

**G**AS Engine, 2½ h.p., and finishing machine, splendid running condition; £22 10s.—Box 749, Record Office, 40 Finsbury-square, E.C.

**B**ARGAIN.—Singer Patching Machine, all accessories, condition as new, company's receipt given; sacrifice, £3 15s.—Hayes, Boot Maker, Hucknall, Notts.

**Enormous Stock of Men's and Ladies' Iron, Welt, Plated-bottom, and Finishing LASTS.**

**Revolution and Ordinary Sole, Heel Stiffner, etc., KNIVES. In all Shapes.**

As it is only possible to include a few items from our very large stock in this advertisement, we trust to be favored with your enquiries for ANYTHING you require.

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Newland Leather Warehouse - NORTHAMPTON, ENG.



**Dupont & Frere**

**BOOT and SHOE MANUFACTURERS**

in all lines of Men's, Boys', Youths', Women's, Misses', and Children's in first-class and medium MacKays—the best for the money. Fit well. Wear well. Our travellers are on the road with a complete set of new samples for spring.

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who say to our canvasser "Oh, I don't need a Mercantile Agency—I know my customers better than you do?" Perhaps so but just to satisfy yourself, bring a list of recent losses to our office. We will show you the reports we had on record when you shipped those goods on the say-so of some hap-hazard authority. We won't urge you to subscribe then—you will save us the trouble.

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# Leather and Findings

## TANNERS' NOTES.

The hide market has continued somewhat featureless during the past month. While prices in the main have been maintained at a pretty high level, yet in a few instances concessions have been made. Things are rather quiet because of the attitude which tanners have assumed. In an attempt to force prices down, they have practically been out of the market for the past few weeks. The accumulations, however, are comparatively small, and dealers are not inclined to make any further concessions, believing that a strengthening tendency will soon set in. The hides received are medium-haired and of good quality. Trade in country hides is somewhat broken up, prices having fallen off several points. Prices at the American centres remain firm. The new tariff has not affected business to any great extent. The obnoxious fumigating clause has been revoked and now the larger dealers breathe more freely. A forecast favors a continued firm market.

**As Viewed in England** A Bermondsey report sums up the leather situation in England as follows: "Business in leather is becoming more difficult at Christmas is approaching, and stocktaking is in the minds of many consumers, who this year having bought in a more or less spirited fashion on the recent rise are now looking into matters a bit more closely than usual. Many such people find a tightness in capital, which is accounted for by the fact that in order to secure bargains over the last month or two they have had to pay cash and take delivery. Sellers who were willing to give away a fraction of their profits wanted the deal put through sharply, and were not giving anything away in the matter of dating or holding stuff. There is not a shadow of doubt that once the next few weeks are got over big buying will again be in evidence. The difficulty just now is to sell stuff at current quotations while so many customers have not yet got delivery of leather bought just below the market valuations. It will do tanners a bit of good if they go on delivering all they can get in from now until, say, the end of January, and not trouble about further business. To ask for an order is to invite

trouble. With hides as dear as they are, it is perfectly clear there are big losses to be made ahead. Those who have money behind them will therefore feel reluctant to push the trade in the present month when there is so much to be gained in the future by just leaving things alone and dealing with small orders as they come along. There is still a good inquiry for American sole leather for January and February delivery at present figures. It is felt that, however the general market goes, hemlock stuff cannot get lower, and the Americans may advance figures at any time. Under the circumstances, those manufacturers who are picking up red bends at current figures are doing themselves good, and the buyers of sides of all kinds will find it difficult to repeat their purchases in the New Year. Dressed leathers of American origin are short as far as the grain stuff is concerned, but are fairly plentiful in waxed splits. Prices keep reasonable. Box leathers are perhaps making fullest figures, but they cannot be said to be dear as compared with Continental goods, especially in stout grades."

The Weekly Bulletin, of Boston, makes the following editorial observations: "One of the noticeable features of the leather trade at the present period of high cost in raw material is the unusual effort made by tanners to get the greatest amount of No. 1 leather out of a given quantity of hides. It has always been a point of great striving to make No. 1 leather out of No. 3 hides, but it is safe to say that a much larger proportion of tanners are able to do this to-day than ever before. Hide and skin tanners are both equally active in making these improvements. The most noticeable development to produce this better leather from inferior raw material has been in the treatment of the grain side of the stock. Where the grains have been defective from various causes, such as scratches, ticks, salt stains, and a general coarse or "grasser" character, these defects have been eliminated by new processes in the department of finishing. After the skins have been tanned and ready for finishing, they are put through a machine, comparatively new in many of its uses, called a buffing or snuffing machine. This makes the grain perfectly even, removing the defects whether they are below the surface of the skin or above it.

Skins thus treated are ready for the seasoning department, and are finally put under a press heated by steam and capable of exerting enormous pressure. This press gives a smooth and firm final finish, and raises the product of many hides and skins from C grade leather to A grade. These machines and their uses have not only been widely adopted by tanners, but are attracting shoe manufacturers who happen to have on hand coarse or defective leather, perhaps already cut into uppers, which they would like improved in the manner already outlined. Shoe manufacturers have begun to send out this stock to parties whom they know have these machines and get it treated with a corresponding improvement in quality to that which tanners are obtaining. The sum total of all the economies and improvements caused by abnormally high raw material is hard to estimate. It is safe to say that it is enormous in its proportions, and that the work outlined in these paragraphs is accomplishing more economy than any other process in the course of manufacture."

The quebracho is a tree of South America (Argentine Republic), where it forms entire forests, but nevertheless has been, until now,

**Quebracho  
Tree**

almost completely unknown. Its use is now beginning to spread among tanneries, and for two reasons: First, its high content of tannin, which amounts to 18 to 20 per 100 pounds weight of wood and bark; second, the discovery of chemical methods of treating the extracts, which facilitate the employment thereof. It was a German tanner of Buenos Ayres who was the first to find that extracts of quebracho wood were able to tan hides; but the first sample of the wood was carried into Europe by way of Havre in April, 1875, by Dubosc, who undertook the industrial manufacture of the extract. The employment of the extract developed difficulties consequent upon the peculiar property of the tannin. When one extracts the tannin from the bark by boiling water, the solution deposits on cooling the insoluble tannin, while there remain in solution soluble tannins and the glucosides, or non-tannins. These three components operate during the tanning, the soluble tannins combining with the fundamental substance of the skin, the non-tannin fermenting and giving the acids, which are necessary for "plumping" the hides, and which facilitate the absorption of the tannin; the insoluble tannins finally pene-

trate uniformly into the pores and render the hide impermeable. The quebracho is composed of 20 parts of soluble tannins in 100 parts, and only 2.5 of non-tannins per 100, while it does not contain any glucosides; it is therefore not able to furnish enough acid by fermentation. But if one adds thereto acid liquors resulting from other extracts, there is produced a precipitation of soluble tannin, which renders the tanning process very difficult. Attempts have been made from the first to eliminate the insoluble tannins by addition of lead acetate, alum, albumen, etc., and to thus obtain a clarified and decolorized extract, but these attempts have not solved the problem. After that endeavors were made to render the insoluble tannins soluble; two Italian chemists, Leptit and Tagliani, found that by a treatment with alkaline bisulphites, the non-soluble compounds were able to remain in solution and also in the acid liquors. This process, patented in all countries, has made feasible the universal employment of quebracho. In the United States there was employed in 1901 not more than 5,000 tons of extracts; in 1907, six years after the discovery of the bisulphite process, 50,000 tons were consumed; in 1909, 70,000 tons. The extraction is effected *in situ*; on the Parana River is found a plant producing 50,000 tons per year.—La Nature.

The leather trade continues in a most satisfactory condition. Sales have been large in many lines and prices have been well maintained.

**Leather**

The call for all kinds of leather has been good. Both heavy and light sole has sold well. The manufacturers of boots and shoes have been placing orders quite freely and are more inclined to anticipate their needs, consequently a little more speculative buying has been indulged in. Patent leather continues very popular with constantly increasing demand for the better brands. Fancy leathers are holding their own, and command quite a large sale at good figures. The reports of the western trade are most satisfactory. There is a constantly increasing business being built up. The same report holds true concerning the Maritime Provinces and the Province of Quebec, where business has taken a very appreciable spurt during the past few weeks. Collections are reported very good, with renewals much lighter. The export trade continues very quiet. There is every indication that a good season lies before the leather vendors.

# H. INGLES & SON,

Sole and Upper Leather Importers and Commission Agents

Lady Lane, LEEDS, ENG.

Also at Bristol, Leicester and Kettering.

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**ANNUAL MEETING, TANNERS' SECTION.**

The annual meeting of the Tanners' section of the Toronto Board of Trade was held on the 17th December in the Board of Trade Building.

Preceding the annual meeting a luncheon was tendered to the members at the National Club by the chairman, Mr. Geo. McQuay.

The officers elected for the ensuing year were as follows:—

Chairman, Hon. E. J. Davis; Vice-Chairman, Mr. J. J. Lamb; Secretary-Treasurer Mr. F. G. Morley.

Executive—J. C. Breithaupt, S. R. Wickett, W. D. Beardmore, C. G. Marlatt, George P. Beal, R. M. Beal, Geo. C. H. Lang, A. O. Beardmore, Chas. King, A. R. Clarke, and George McQuay.

Legislation Committee—Charles King, S. R. Wickett, J. J. Lamb, F. G. Clarke, A. O. Beardmore, R. M. Beal, G. P. Beal, A. R. Clarke.

Transportation Committee—J. C. Breithaupt, C. G. Marlatt, S. R. Wickett, John Sinclair, George C. H. Lang, J. J. Lamb, W. D. Beardmore, R. M. Beal, Charles King, A. O. Beardmore.

Representative to Council—A. O. Beardmore.

In presenting his report, the retiring chairman, Mr. George McQuay, said that the past year had been one of considerable increase in the demand for goods. This had been due to the change from industrial indifference to activity in the general trade of the country. Both the wholesale and retail trade had enjoyed increased business.

He regretted, he said, that the Government has been unable up to the present to restore tanbark to the position it formerly occupied with pulpywood and pine and hemlock logs under the order in council of July, 1902. With the development of the country, every cord of bark that can be produced in Canada will be required by Canadian tanners, said Mr. McQuay. He suggested that a special committee be appointed at a reasonably early date to the attention of the Government.

In dealing with the question of hides, Mr. McQuay said that the price was now four cents a pound higher than in 1908, and that he saw no relief. He would not be surprised, he said, to see even a further advance, when the quality of the hides improves. Leather of all kinds has advanced to a certain extent, but the advance was not commensurate with the increase in the cost of hides and other raw materials.

**QUEBEC NOTES.**

It is now decided that a large factory will be established near Beauport Station, I. R. L. & P. Co., Montmorency. The company was incorporated with a capital of \$145,000 on November 10th, and is composed of Messrs. L. Z. Joncas, Joseph Grenier, of

Beauport, J. A. Bourbeau, Albert Legrand and J. E. Mercier, of Quebec. The name of the syndicate is "The Riverview Shoe Company, Limited." This company will do business as manufacturers, tanners, leather merchants, etc.

On the 9th of December, the Kent House was the scene of a happy gathering, when the shoe manufacturers and leather merchants tendered a dinner to Messrs. Jas. Muir, jr., vice-president of the Quebec Boot and Shoe Manufacturers' Association, and J. A. Scott, leather merchant, their return from Europe being taken advantage of to show the esteem in which they are held and also to give them a hearty welcome home. Besides the guests of honor, those present were Messrs. A. E. Marois, A. D. Richard, Albert Cloutier, L. Borne, A. Bilodeau, P. Clement, D. H. Larochelle, E. Picher, J. S. Langlois, B. Blouin, W. Richard, D. H. E. Larochelle, J. F. S. Robitaille, L. S. Odell, W. Stevens, G. Garant and W. A. Myers.

The establishment of a Conciliation Committee in Quebec has had a very good effect upon the shoe industry. Many important questions have just been settled and unions and manufacturers are now working together in the best interest of the city.

The up-to-date retail and wholesale store of J. H. Begin, on Joseph St., is sending this year a very fine calendar to its customers.

**ITEMS FROM THE WEST.**

By Our Representative.

McAvoy & Robinson, boot and shoe dealers, Boisevain, Man., state that they have had a splendid year's business and that collections are good. They say: "We would not be without the Canadian Shoe and Leather Journal.

Geo. Douglas, the shoe man of Winnipeg, says he would not be without the Canadian Shoe and Leather Journal.

Calgary's latest shoe shop is that of McMurray & Co. They have a very attractive and up-to-date store. They report business up to expectations and better.

Johnston's Big Shoe Store, New Westminster, B.C., report the biggest year ever and that they are keeping up with the rapid growth of New Westminster, which is having the best year in its history.

R. Andrews & Co., Nelson, B.C., boot and shoe dealers, say that they have had a good year's business, that collections are good and prospects for the coming year of the best. R. Andrews & Co. have one of the brightest stores of B. C.

Mr. J. Weir, for a number of years a resident of Vancouver, has opened a boot and shoe store in Nelson, B.C. Mr. Weir is an experienced shoeman and deserving of every success.

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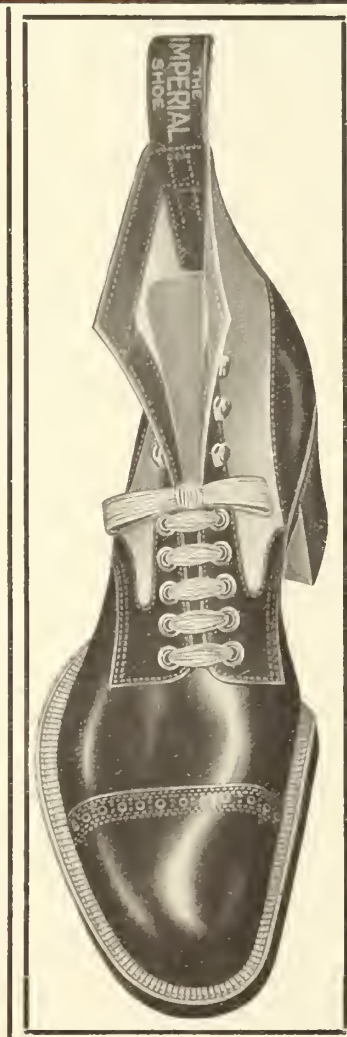
"May it be the best year  
you have ever seen and the  
worst you will ever see."

YOU CAN make it the best year you have ever seen by starting right and giving our POPULAR AND RELIABLE LINES the careful consideration of which they are well worthy.

DO THIS and we know the results will warrant your continuing throughout the year.

OUR TRAVELLERS are again ON THE ROAD with SPRING and SUMMER SAMPLES, as well as—

ELMIRA FELTS, OIL TAN LARRIGANS, KNIT SOCKS, MOOSE MOCCASINS, AND TRICKETT SLIPPERS FOR FALL 1910



## THE IMPERIAL SHOE

FOR MEN AND WOMEN

### BEAVER BRAND

Fine Shoes for Men and Women

### Maple Leaf BRAND

All Solid Leather HEAVY SHOES in Men's, Boys', Women's, Misses' and Children's Lines . . . . .

### TRICKETT SLIPPERS

### ELMIRA FELTS

### MOOSE MOCCASINS

### OIL TAN LARRIGANS

### Maple Leaf RUBBERS

# McLAREN & DALLAS

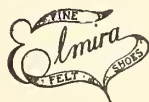
30 FRONT STREET WEST  
T O R O N T O



**Highest Quality  
and Correct Style  
at the Right Price**

is what has made **Elmira Fine Felt Shoes** so popular with the trade and the public. That they **ARE** popular is proven by the large and steadily increasing demand. As the largest distributors of **Elmira Felts** we are well aware of their popularity. You also know of it if you are handling **Elmiras**. If not, **there's a way of increasing your business.**

Our travellers are now out with samples for 1910 season. One of them will call on you shortly. Let him show you and tell you about them.



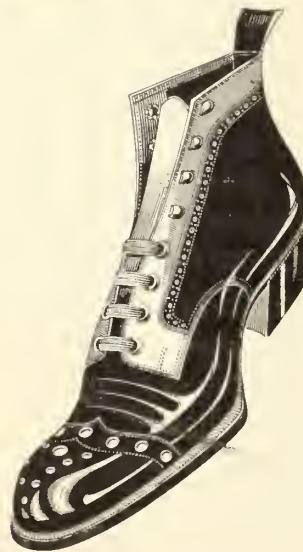
**McLAREN  
& DALLAS**

Wholesale Distributors of Boots and  
Shoes and Maple Leaf Rubbers

30 Front Street West  
**TORONTO**

# THE "DERBY" SHOE

The  
NEW  
YEAR  
That it may  
be one of  
Health,  
Happiness  
and  
Prosperity  
is our  
Wish to the  
Shoe Trade  
of Canada



Health  
and  
Happiness  
we cannot  
guarantee  
but the  
"DERBY"  
SHOE  
will help  
you to  
prosperity  
Do you  
handle it  
?

MURRAY  
SHOE COMPANY  
LIMITED

London - - Ontario

## NEW FACTORY OF THE MURRAY SHOE CO.

The art of manufacturing fine shoes in the most modern and economical way is well demonstrated at the new factory of the Murray Shoe Company, London, Ont. This company, recognized by the Canadian shoe trade as the producers of some of Canada's finest footwear, are now settled in their fine new factory which has recently been erected by them. This factory, although not the largest in Canada, ranks among the best. It is situated in the north end of the city of London, right beside the tracks of the main line of the C. P. R., within a few yards of the passenger station. Being thus situated, standing out in full view of the hundreds of transients passing through the city from day to day it is a fine advertisement for the city.

The building is of reinforced concrete and is a fine example of modern architecture. As the accompanying illustration gives only a front and side view it is necessary for us to endeavor to give our readers an idea as to the layout. The factory proper, which measures 156 feet by 40 feet, faces west on Richmond St. To this are attached two wings measuring 74 x 40 and 62 x 60 respectively. The whole consists of two storeys and basement, in all about 40,000 square feet of floor space. As before stated the building is of reinforced concrete construction throughout. The walls are about 20 inches thick, while the floors and roof



Factory

are supported by pillars and beams of concrete and steel measuring about 18 x 18.

One of the finest features of the construction is the many windows. These are so numerous that when inside one would imagine himself in a large sun-room. This feature means an enormous saving in lighting, as it is necessary to call artificial light into play only when such light is required in the open.

Upon entering the building the first impression is a good one, as the offices are nicely laid out and finely fitted, while the woodwork is of weathered oak finish. Immediately in the rear of the office is a large sample room fitted and finished in a similar manner. Here are displayed some of the finest samples of Canadian made shoes. From the sample room we enter a large stock room occupying practically the entire ground floor of the right wing. This stock room contains many hundreds of pairs of shoes ready for immediate shipment. The ground floor of the factory proper, with the exception of the space occupied by the office and sample room, is devoted to finishing, while that of the left wing is used for packing, shipping and storing. The second floor of the right wing and the larger portion of the same floor of the factory proper is devoted to making, the balance of this floor being occupied by the cutting and fitting departments.

The factory is fitted throughout with latest modern ma-

chinery, a complete new Singer outfit being installed in the fitting room. Electric power is used to run this machinery and the two elevators. An interior telephone system connecting all the departments has been installed, and one can imagine the amount of



Office

time that can be saved by such a system in a factory of many departments.

The above outline and the accompanying illustrations along with the knowledge of the fact that only first class workmen are employed, will give our readers an idea of the productive abilities of such a concern.

In the past, the Murray Shoe Company have manufactured only men's fine shoes to retail at a reasonable price and leave the retailer a good margin for profit, the "Derby" shoe being the most popular production. This last forward movement is the best evidence of their success in manufacturing such a line. As the new factory has three times the capacity of the old one it is the intention of the company to also manufacture a line of ladies' fine footwear of the same standard as the men's line, the quality of which a great many Canadian dealers are aware. This new line will not interfere in the least with the old line, as the two departments will be kept entirely separate. In other words, it will really mean two factories under the same roof. We understand that samples of the new line are now ready and dealers will have the opportunity of judging for themselves as to what



A Section of the Making Room

the Murray Shoe Company can do in the way of manufacturing ladies' shoes.

The photogravures of the officers and traveling staff will no doubt be familiar to many of our readers in the different sec-



HUGH J. MURRAY, Vice-President  
Toronto to Montreal Representative



D. McDONALD  
Maritime Provinces Representative



"KEN." MURRAY  
Western Ontario Representative



GEO. MURRAY  
President



JAS. E. KERRIGAN  
Managing Director



A. M. JARVIS  
Western Canada Representative



F. L. PATTEN  
Superintendent



L. G. PATTEN  
Assistant Superintendent

tions of the country. Mr. Geo. Murray, President of the Company, is a prominent citizen of London and his business career to date has been a successful one. Mr. Jas. E. Kerrigan, Managing Director, although but a young man, has had good experi-

assisted by Mr. L. G. Patten, who has also had considerable experience in shoe manufacturing.

Since entering their new factory it has been necessary for the Murray Shoe Company to run overtime to take care of spring orders, which have been exceptionally large and numerous.



Stitching Room

ence in shoe manufacturing and has that all important quality essential to such a position, viz., executive ability. Mr. Hugh Murray, Vice-President, is well known to the shoe dealers throughout Canada as one of the finest on the road. Latterly Hugh has been looking after the ground from Toronto to Montreal, and it is safe to say that his friends are very numerous, as he is one of those fellows who can't just help making friends. The genial "Ken" will be recognized by his many friends in Western Ontario, which ground he has been covering most successfully for the company for the past four years. Western Canada is looked after by Mr. A. M. Jarvis, who has been covering this territory since the formation of the company and is well and favorably known to the trade of the Great West. In the Maritime Provinces the company is represented by Mr. D. McDonald, better known to the trade as "Mac." Dealers in the East look forward with pleasure to "Mac's" semi-annual visits and will be glad to learn that he and his genial smile will be around as usual this year. Mr. Frank L. Patten, Superintendent,

**HOLD AN OPEN NIGHT.**—The members of the Ottawa Commercial Travelers' Club held an open house on the evening of Dec. 21st, at their spacious new rooms, 55 Sparks St. Each member had the privilege of inviting a friend, and about one hundred and fifty accepted the invitations. The affair was an unqualified success. The club now occupy the whole of one flat, and the front room, fitted up as a reception and reading room, is as nice a place as the most fastidious could desire. The rich carpet, drapings, pictures, electric fixtures and leather upholstered furniture make the place most luxurious. The other rooms are all splendidly fitted up. For the open night an orchestra was engaged and refreshments were served. Early in the evening progressive euchre was played, the prizes going to Mr. P. W. Murphy, Mr. Norman McElroy and Mr. G. Proctor. A pleasing event was the presentation to Mr. S. E. de la Ronde, jr., the secretary-treasurer of the club, of a very substantial purse of gold. The purse bears the inscription on a silver plate: "To S. E. de la Ronde, jr., from his friends of the O. C. T. C. Christmas, 1909." Mr. James O'Grady, the president of the club, made neat reference to the energetic efforts of Mr. de la Ronde, and said the success of the club was due primarily to him. The presentation was made by Mr. J. B. Prendergast, on behalf of the club, and after the recipient had made a brief reply he was warmly complimented and congratulated on all sides.

**HEATH CASE DISMISSED.**—The charge of violation of the Alien Labor Act preferred against the Hugh Carson Company, Limited, wherein it was alleged that Leonard F. Heath, an American leatherworker, was imported from Salem, N.Y., to fill a position vacated by one of the strikers, was dismissed by Magistrate O'Keefe on Dec. 20th, after a long argument. Mr. A. E. Fripp, M.L.A., appeared for the prosecution while Mr. Geo. F. Henderson represented the Carson Company. Evidence was submitted by Heath to the effect that he came to Ottawa in response to a letter written him by Mr. Chas. E. Green, of the Carson firm, and which told him that a position awaited him here. He came along but owing to lack of tools did not go to work at once. In the interval he learned of the strike and, as a union man, refused to take the job offered him. Mr. Green declared that while he had offered the man work and had practically decided to put him on the pay roll, he had made no contract regarding wages. Messrs. Fripp and Henderson had some warm clashes during the cross-examination of witnesses and at one time things grew so personal that Mr. Henderson appealed for the adjournment of the case, but the bench ruled otherwise. In delivering judgment, Magistrate O'Keefe held that there must be a more tangible agreement shown than indicated by the letters exhibited. It was not clear to the bench that any contract of a binding nature had been entered into previous to Heath's arrival in Canada. A very large crowd of labor men, union officials and striking leatherworkers followed the case with attention and were obviously disappointed at the decision of the court.—Evening Cit., Ottawa.



Stock and Packing Room

originally of Brockton, Mass., one of the greatest shoe centres of the U. S. A., is a practical man and has had long years of experience in shoe manufacturing, having spent his entire business career in this line. In the capacity of superintendent he is

**SEND ALONG YOUR PHOTOS.**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send your's in and lead the way. We will return your photos in good condition and also the cut gratis.



# LIFE-BUOY

## SPECIAL DUCK LUMBERMEN'S

**STRENGTH and DURABILITY Characterize Our Duck Goods**



No. 12  
Men's Lumberking

THEY LOOK STRONG and THEY ARE STRONG  
Besides there is an individuality about Life-Buoy Duck Goods that makes a favorable impression upon the buyer. They sell at sight.

IF YOU WANT TO SATISFY YOUR CUSTOMERS  
IF YOU WANT TO INCREASE YOUR TRADE  
IF YOU WANT TO INCREASE YOUR PROFITS

## Sell the Life-Buoy Brand

A rubber Life-Buoy label on every shoe as a guarantee of quality.  
We go direct to the trade—from the factory or from the branches.

**The Kaufman Rubber Co., Limited**  
BERLIN, ONTARIO

Branches: Toronto Ottawa Montreal Truro Charlottetown Winnipeg



**MODERN SHOE WAREHOUSE**—An event of exceptional importance in the shoe trade was the recent acquisition of the Knox-Morgan building on East King St., and its entire re-modelling by the wholesale shoe firm of John Lennox & Co.

too small for the growing needs of the Lennox business, when this year, the head of the firm bought the Knox-Morgan building. This has long been recognized as one of the finest sites for a wholesale business in the city. The interior of the building has been remodelled and brought up to date in every way for the expeditious handling of an immense volume of business. The offices and sample-rooms are among the most elegantly appointed in the country.



Nugget Polish Exhibit at the Shoe and Leather Fair in London, Eng.

**NEWS OF THE TRADE**.—Ovide Quenneville, boots and shoes, Montreal, assigned to V. Lamarre. T. F. Hinnegan, Wallaceburg, Ont., sold out to Jas. O'Flynn. Eastern Shoe Co., Que., newly registered. Martin Hobert, leather, Hamilton, Ont., dead. Albert Gibeau, Montreal, boots and shoes, consent of assignment filed. Brockton Shoe Co., Que., newly registered; also Lachapelle & Frere, mfrs. shoes. Wilson & Co., Sunderland, Ont., shoemakers, out of business. British Jobbing Co., retail shoes, Montreal, demand of assignment. Baker Shoe Co., Ltd., Victoria, B. C., closing out business. Leon Goodman, Winnipeg, assigned to C. H. Newton. N. Humphrey & Co., Hamilton, Ont., hides, etc., sold out. C. S. Lendon & Son, shoes, Leamington, Ont., sold out to Trott & Son. F. R. Pursel, Simcoe, Ont., assigned to F. S. Snider. J. H. Jacques & Fils, leather, Quebec, newly registered. Guilbert & Magny, shoes, Three Rivers, Que., demand of assignment.

**THE HURLBUT CO.**, of Preston, have sent out a very neat and useful souvenir of the New Year. It is a handsome little thermometer mounted on a semicircular piece of aluminum which in turn is attached to a strip of tan colored leather.

Few Hamilton merchants are better known throughout the length and breadth of Canada than John Lennox, and the marvellous success that has attended his business career, of which Hamilton has always been the headquarters, makes the story of that career interesting to young men. In the early seventies Mr. Lennox entered the service of Kerr, Brown & MacKenzie as a junior in the same big building which is now used for his immense shoe business. Even at this early age he gave promise of being a hustler, and as he had ambition and energy he soon became acquainted with every branch of the business. His advancement was rapid, and at an early age he was made a traveler for the firm. Mr. Lennox was probably the youngest man who ever went out on the road from this city. His interest was keenest for the shoe line, and in 1876 he became a traveler with the wholesale shoe business carried on by Wm. Griffith, T. C. Macklin, late of Kerr, Brown & MacKenzie, and father of E. H. Macklin, general manager of the Winnipeg Free Press, was the financial partner of the Wm. Griffith firm. About seventeen years ago, after building up a reputation second to none as a commercial traveler, Mr. Lennox retired and established the firm of John Lennox & Co., occupying the big premises that has been for years the old home of the old firms of John Garrett & Co., and Orr, Harvey & Co. These premises had long been

IN STOCK

RITCHIE SPECIAL ONMERIT

No. 5070



Men's all patent Blucher Oxford, Goodyear Welted. Most fashionable lines. Carried in stock. Price, \$2.80.

GEO. E. BOULTER CO., LIMITED

TORONTO.

**KANGAROO**

We are Headquarters for all Finishes, Grades and Kinds.

**RICHARD YOUNG CO.**

36 and 38 Spruce Street - NEW YORK, U. S. A.  
Branch: 54 South Street, BOSTON, MASS

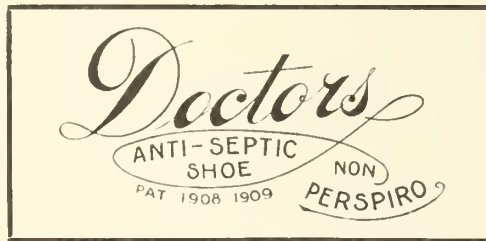


Ask for Shoes with one  
of these Trade Marks  
on Soles



Made on Stylish Easy-Fitting Lasts in *Patent Tan Calf*, *Velours Calf*, *Vici Kid*. *Lightweight* Goodyear Weltd COOL SHOES for Perspiring Feet.

*Innersoles* and *Linings* are treated *Antiseptically*, preserving them from decay through perspiration. Also a *Medicated Thermal Central Sole* of *Woven Abestos*.



## A WATERPROOFED GOODYEAR WELTED BLUCHER

Made in *New Shade Tan Storm Calf*, *Chrome Calf*, *Box Calf*, with Pull Strap stamped.

*Waterproofed*

PATENT NO. 111543

*Construction* and stitching is different from any Shoe made, you must *wear through* THREE SOLES before the foot can get wet.

The *Linings*, *Innersoles* and *Asbestos Thermal Soles* are treated *Antiseptically*. Soles and Uppers are *Waterproofed*. This combination makes an *Insulated* Shoe against Cold or Moisture.

**SOLD BY ALL WHOLESALE HOUSES**  
FULLY COVERED BY TWO PATENTS IN 1908-1909. TRADE MARKS REGISTERED.

Manufactured WHOLESALE ONLY by

**The Tebbutt Shoe & Leather Co.**

THREE RIVERS, QUE.

The question of shoe quality and price is one which is arousing more or less interest all over the country. The subject has been discussed many times, but bobs up again in a new spot every now and again. The manufacturer in some cases finds the retailer inclined to expect shoes "at a price" in spite of the high price of leather. In other

### Quality Versus Price



McLaren & Dallas, Toronto

cases the retailer finds his custom has the same inclination. Some dealers find themselves so fortunately situated or constituted that the matter does not form a problem for them. They cater to a class of trade where fifty cents or a dollar is neither here nor there, so long as they get what they consider fair value for the money. A manufacturer in a trade publication is quoted as asking the following questions. Perhaps some of our readers can furnish an answer:—"Are your expenses increasing or decreasing in proportion to sales? Are your percentages of profits on sales as large as formerly? How can you increase this percentage to the best advantage: (a) by increasing selling prices, or (b) lowering the quality at old prices? Is there any reason why the retailer should not advance his prices as well as merchants in other lines, rather than to have the extra cost taken out of the quality of his shoes that he may still sell them at the old prices? Is there any reason why shoes should not be sold at \$4.50 as well as \$3.50? Is there any reason why retailers should be afraid to sell shoes at \$4.50? Is there any reason why shoemen should not get some of the increased cost of the shoe instead of giving it all to the consumer? Is there anything in which consumers get so much for their money as in shoes, or ever a time when they got so much in

their shoes for their money? Do other merchants hesitate to get an advance on their goods instead of asking the manufacturer to 'skin' the goods? Was there ever a better outlook for a legitimate advance of prices all along the line, from \$2.50 up? Do your customers not expect and prefer to meet the advance than to have their shoes robbed of their value?"

There is quite a large and growing number of dealers who do not believe in the clearance sale as a remedy for all sorts of business conditions. One dealer, who has been unusually successful and never runs a bargain sale, states that careful buying and being able to sort up on short notice are the secret in his case. All dealers, however, are not so conveniently situated for sorting up, and mistakes along the line of over-ordering are bound to occur. There are the difficulties of gauging the demand ahead of time, as well as the whims of fashion, which must be taken into consideration. Retailers very often cannot afford to carry over one's season's lines on their moderate capital, and as the new styles may place the former season's shoes on the passe list, they offer the shoes at practically cost in order to clear their shelves for the next season's shoes. It is not that the shoe is not worth what they ask for it, but they cannot accumulate a stock and still they pay their bills. One retailer sizes up the situation as follows: After some careful thinking he arrived at the conclusion that his store, like a great many others, was not working at full capacity, and, that they could easily do twenty-five per cent. more business by planning systematically to do so. He called together his three clerks and laid his plan before them. He recognized the fact that



Show Card Display by R. B. McPherson, of the J. J. Haines Shoe Store, Belleville, Ont.

he had not been doing his best and thought that they could also do better if they tried. One of the first resolutions was to try to sell two pair of shoes instead of one in every case where it was possible to do so. For instance, light-weight high boots were pushed

during the early fall. A list of customers buying these was kept. Names of other purchasers were also noted, a note being made at the time of what sort of goods they had bought. A series of illustrated cards was then prepared, some featuring rubbers and the others



C. F. Rannard, one of Winnipeg's leading shoe dealers. He has lately opened up a new branch in that city

heavy-weight shoes. In rainy or sloppy weather the rubber cards were sent out and brought immediate results. Cards illustrating heavy shoes were also sent in the same way. These were sent at intervals until the supply was exhausted, some customers receiving several cards. Another line of campaign pushed five-dollar shoes in place of cheaper grades. These were displayed in the window, advertised, demonstrated and pushed by the clerks until they were made a success. Clerks were allowed to go all over the store to sell, increasing sales by offering other lines. Rubbers were suggested to people buying boots, and the same with findings. The idea of never losing a sale was impressed upon the clerks, who succeeded in scoring as high as 96 per cent. of customers handled, the lowest being 85 per cent. A point insisted upon in this connection being always to get the customer's shoe off if possible. With fair treatment accorded to sales people it is quite among the possibilities to lay out a campaign like the foregoing.

WE WANT TO TELL YOU



that the Ladies' Patent Pump illustrated on Front Cover is unequalled in value and style.

No. 6148. Price, \$1.80. Carried in Stock.

GEO. E. BOULTER CO. LIMITED  
TORONTO.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
**61, 63, 65 South Street**  
**Boston, Mass., U.S.A.**



# The Hide Market

## CHICAGO

**PACKER HIDES.**—The market continues firm. Tanners have not been showing any great anxiety to buy, having a fairly good supply on hand. It is not expected that any brisk buying will set in till after the new year. Native steers, free of brands, are selling at 18c. for November and December salting; a sale at 18¼ is reported at an outside point. Spread steers are quiet at 20 to 21c. being asked. Butt-branded steers are without reported sale at 16½c., the price asked. Texas steers are quoted at 16¾c. to 17c. for October take off, while Novembers are held at 17c. with sales light. Colorado steers were sold at 15¾c. for Novembers, but receipts are light. Heavy native cows, 55 lbs. and up, are bringing 16¼c. for Decembers. The quality is not quite up to the mark. Light native cows, under 55 lbs., are quoted 15¾c. for Novembers, and 15½c. for Decembers. The packers are looking after the bulk of the take-off in their own tanneries. Branded cows are quiet, 14½c. to 14¾c. being the price asked. Native bulls are quoted at 14¼c. to 14½c. January salting. Branded bulls are very quiet at 13½c. to 13¾c. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spread	20	21
Heavy	17¾	18
Light	16¾	17
Texas Steers—		
Heavy	16¾	17
Light	15¾	
Extreme	14¾	
Butt-branded steers	16¾	
Colorado steers	15¾	
Native cows—		
Light	15½	
Heavy	16¾	
Branded cows	14½	
Branded bulls	13½	13¾
Native bulls	14¾	14½

**COUNTRY HIDES.**—The country market is not only quiet but has weakened considerably since last report. Tanners have not been buying very freely, and dealers prefer to hold their stock rather than make

further concessions, believing that the market will soon recover the lost ground and former prices be restored as the take-off improves in quality. No. 1 steers, free of brands and grubs, 60 lbs. and up, are quoted at 14½c. to 15c. No. 1 cows, free of brands and grubs, 60 lbs. and up, are nominally 13¾c. to 13½c., with no sales of account reported. Branded steers and cows, 40 lbs. and up, brought 11c. flat out of bundle on regular country accumulations; country packer and western butchers are quoted at 12 to 12½c. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., are reported at 13 to 13¾c., the former price applying on January delivery. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., brought 13¾c., but extremes suitable for patent leather bring 14c. No. 1 bulls sold at 12c. for January delivery and everything in this line has been cleaned up. No. 1 kips, 15 to 25 lbs., are unsettled at 14c; tanners are not anxious to buy ahead. No. 1 calfskins, 8 to 15 lbs., are quiet; Chicago cities are quoted 19c., outside cities, 18¾c., countries 18 to 18½c., light calf \$1.10 to \$1.15, deacons 90 to 95c. No. 1 horsehides are quoted from \$4.00 to \$4.25. The following are the latest quotations:—

No. 1 cows	13¾	13½
No. 1 buffs	13	
No. 1 extremes	13¾	
Heavy steers	14½	15
Heavy bulls	12	12½
Calfskins	18	19
Kips	14	
Deacons	90	1.15
Slunks (packer)	90	1.00
Slunks (country)	50	70
Horsehides	4.00	4.25

**TALLOW AND GREASE.**—Increased activity with firm prices is reported from the packer market. There is also more activity manifested in the country market, where prices have advanced since last report. The grease market has advanced owing to the larger buying of soapers and pressers. The stearine market has strengthened and is more active. The following are the latest quotations:—

No. 1 packers	7	7½
Choice packers edible	9	9½
No. 1 city renderers	6¾	7
Prime city	7¾	
Prime country	7	7¼
B country	6½	6¾
No. 1 country	6¾	7
No. 2 country	6	6¼

## GREASES.

Fancy white	8	8¼
A white	7¾	8
Yellow	6¾	6½
Brown	6	6¼
House	6¾	6½
No. 1 Oleo stearine	19	20
No. 2 Oleo stearine	16	17

## NEW YORK

**DRY HIDES.**—There has been a steadiness in the market during the month. Prices have remained practically unchanged with receipts only moderate. Buenos Ayres are quoted 21, to 21½c.; wet salted Vera Cruz brought 12¾ to 13c.; wet salted Havanas are quoted 13½c.; Bogotas 21½c. for mountains; Orinocos brought 24c.; Puerto Cabellos and La Guayras brought 23c.; Central Americans 22½c.

**CITY PACKER HIDES.**—The market continues dull because of the difference between sellers and buyers. The former are holding firmly to their figures, while the latter are inclined to be indifferent. Native spread steers are quoted at 19c.; No. 1 native steers outside kill 17c.; city cows, all weights, 15c.; city bulls, flat, 14½ to 14¾c. Calfskins are easier at \$1.60 for 5 to 7 lbs.; \$2.15 for 7 to 9 lbs. and \$2.50 for 9 to 12 lbs.

**COUNTRY HIDES.**—There is no unusual condition to report. The market is quiet with prices a little easier. New York state cows are quoted at 13c. flat in car lots. Choice lots of Ohio buffs have changed hands at 14c., but the ruling price is about half a cent below this figure. Country calfskins are quiet, with \$1.35 to \$1.40 being offered for 5 to 7 lbs.; \$1.90 to \$1.95 for 7 to 9 lbs.; \$2.15 to \$2.20 for 9 to 12 lbs.

**TALLOW AND GREASE.**—The market continues steady with no material change in prices. The following are approximate prices:—

### TALLOW.

City, in hhgs	5¾
Country, ordinary to prime	5¼ 5½
Country, prime to choice	5¾ 5¾
City, edible	6½

### GREASES.

House	4¾
Yellow	4¾
Oleo stearine	11

# Toronto Markets

**BOOTS AND SHOES.**—There has been nothing of an unusual character to report during the month which has just closed. The trade as a whole has been fairly good. The manufacturers have been getting the spring run under way, and they seem to be well satisfied with the volume of business already placed. The wholesalers are a little quiet, but it affords them an opportunity for stock-taking and balancing up their books. The business of the past season has been above the average and the outlook is most hopeful for an increased business in 1910. The jobbers report a fairly good sorting trade, but business as a whole has been a little quiet. There has been a fine retail trade doing, the holiday season having proved exceptionally good. The retail rubber trade has been brisk owing to the favorable change in the weather. Heavy stock has been materially reduced. Prices have not advanced as rapidly as was anticipated. It is reported that considerable cutting has been done, which has kept prices down to a point where it hardly pays to handle the goods. This is a most regrettable state of affairs and the charge lies at the door of the large departmental stores. The market is likely to continue with little change.

**HIDES.**—There is an undercurrent of an unsatisfactory character pervading the hide market. The figures on the surface do not really show the true state of trade. Prices are somewhat forced because of the action of some interested parties who are apparently playing the "dog in the manger" role. Inspected hides are quoted much higher than they should be because of this policy, the quality not warranting the figures demanded. There has been a decline in country hides, and it looks as though still lower figures will obtain. The quality of the hides coming in is very good, but the receipts are only limited. Tanners are standing aloof from the market just at present with the apparent desire to force prices down. But dealers are not inclined to make any further concessions, preferring rather to warehouse their receipts for the

time being. Accumulations are light, a few carloads would clean up the whole lot. The following are the latest quotations:—

No. 1 inspected steers	13	
No. 2 inspected steers	12	
No. 1 inspected cows	12½	
No. 2 inspected cows	11½	
No. 3 inspected cows and bulls	10½	
Country hides (green or cured)	11	11½
Calfskins, city	12	14
Calfskins, country	12	14
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Sheepskins, each	90	1.10

**TALLOW.**—The market continues unchanged with about average transactions. The following are the latest quotations:—

No. 1 cake	5¼	6¼
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL.**—The market is without feature. Prices continue as last reported with inquiries light. The following are the latest quotations:—

Washed fleece	22	24
Unwashed fleece	12½	14
Rejects	16	
Northwest wool	15	17

**LEATHER.**—Conditions in the leather market are most favorable. The past month has been one of much activity and a splendid volume of business has been reported. Prices have continued firm with few changes. One leading dealer said he could hardly particularize, for business had been good in all lines. The boot and shoe manufacturers have been placing very good orders both for present use and future needs. There is the usual call for light and medium sole. There seems to be practically no let up to the demand for patent leather. The sales of the past month were far in excess of the corresponding period of a year ago. Colored leathers are having a good call at firm prices. Tans continue to sell well as do ox-bloods and browns. These shades will be much in evidence in the footwear next season. Fancy leathers also continue firm with fair sales reported. The

leather market will undoubtedly continue strong. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31
<b>Harness leather—</b>		
No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37
<b>Hemlock Country Harness—</b>		
No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20
Kip skins, French	1.10	1.25
Veal kips, Canadian	70	80
Hemlock calf	75	80
Imitation French	80	85
French calf	1.35	1.60
Splits, light and medium	26	27
Splits, heavy	25	26
Splits, junior	21	22
Enamel cow, per foot	20	25
Pebble grain	16	19
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**TANNERS' MATERIALS.**—The market continues steady with prices unchanged. There has been about an average amount of business transacted. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6½	7
Cod oil, pure Newfoundland, tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	4½	5

# Montreal Markets

**BOOTS AND SHOES.**—The month on the whole has been a good one. Although the manufacturers have been resting on their oars a little bit, yet the retailers report the business as brisk. There was a splendid holiday trade, the retailers having been kept unusually busy the whole time. Manufacturers have been cleaning up, but are beginning to get busy on spring orders. The wholesalers have had things a little slack but take advantage of this season of the year to balance up their books. The jobbers have done a good sorting trade. The rubber trade has greatly benefited by the more seasonable weather.

**HIDES.**—The market is reported as very quiet. Prices have dropped a few points, but are still too high to suit many of the tanners, who look for still lower figures. The receipts are not heavy and the hides coming in are not of the very best quality. The indifference manifested by the tanners has had a somewhat depressing effect, but still the hide dealers are not inclined to make any further concessions. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	14 15
No. 2 quoted .....	13 14
No. 3 quoted .....	12 13
County Prices—	
No. 1 quoted .....	13 14
No. 2 quoted .....	12 13
No. 3 quoted .....	11 12

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	15
No. 2 quoted .....	13
Country prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Lambskins, each .....	1.00
Sheepskins, each .....	1.10

**TALLOW.**—The market is featureless, with prices unchanged. The following are the latest quotations:—

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL.**—The market has experienced no appreciable change since last report. There is a fair enquiry from the large mills. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	22	22½
Unwashed fleece .....	15 up	
Greasy Cape .....	20	22
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER.**—The leather market continues firm. Prices have been well maintained and a number of very comfortable sales have been reported. The orders are coming in fairly well from the boot and shoe manufacturers, who are getting spring work under way. Sole of medium weight is in demand. Patents and fancy leather find good sale at firm prices. The export trade is very quiet, and enquiries for sole in the English market is very light. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 ..	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L ..	26	27½
Slaughter, oak, No. 2M ..	24	25½
Harness ..	32	34
Wax upper, heavy ..	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color ..	18	22
Patnas, black ..	8	32
North African ..	12	18
Chinese ..	12	36
Box chrome calf—		
A. H. French ..	23	
A. Hm ..	22	
A. M ..	21	
B. H. ..	22	
B. Hm ..	20	
B. M ..	18	
Veal, other European ..	17	20
Veal X ..	15	18

Grassers ..	15	17
Grassers X ..	14	16
Reject ..	12	14
Box chrome kips—		
A. H., Swiss hide ..	18	
A. Hm. Canadian ..	16	
A. M. ..	15	
B. H. ..	15	
B. Hm. ..	14	
C. X. ..	13	
Reject ..	13	down
Dull chrome calf—		
A ..	20½	21
B ..	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A ..	9	10½
Canadian for upper B ..	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. ..	9½	
Slats, A. M. ..	9½	
Slats, A. L. ..	9	
Slats, B. H. ..	8½	
Slats, B. M. ..	8	
Pickle skins for lining—		
A common pickle ..	8	
B ..	7½	
C ..	7	
Cape A ..	9	
Cape B ..	8¼	
Cape C ..	7½	
Job ..	5¼	5¾
H Facing ..	8¼	
L Facing ..	8½	
Splits, senior, per lb. ..	21	22
Splits, junior, per lb. ..	18	19
Splits, senior, per foot ..	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot ..	6½	
Splits, Lm per foot ..	6	
Splits, junior, per foot ..	4¾	
Splits, trimmed, H. M., per lb. ..	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. ..	10	
Pebble A. L. M. ..	10½	
Pebble A. M. ..	11	11½
Pebble A. Hm. ..	11½	12
Buff A. M. ..	11	
Buff A. Hm. ..	11½	
Buff A. H. ..	12	
Table run pebble ..	9½	
Job pebble ..	8	

# Quebec Markets

**BOOTS AND SHOES.**—The past month was a fairly good one for the boot and shoe trade. The holiday season proved quite a boon to those who had been feeling a little the preceding weeks of quietness; retailers report a good revival in business. Manufacturers are busy with spring orders, which came a little late this year, but now give promise of a good season ahead. The turnover this month was most satisfactory, and, as the outlook is favorable, there is no doubt that an increase of business will be registered. Jobbers are fairly busy and report an average business. The rubber trade has picked up owing to more favorable weather, the holiday trade being a great improvement on the previous month. Collections in the district are reported to be good.

**HIDES.**—The general aspect of the hide situation is not much changed since our last report, although a decrease has been noted in quotations of city and country hides. This decrease is due to the inferior quality of hides coming on the market at the present season and also to the very little disposition tanners show to increase their purchases, as they are well stocked. The arrivals are at present in limited supply.

We note that the demand for sheepskins and lambskins is fairly good. Calfskins are at present receiving attention. The latest quotations are as follows:—

Sheepskins .....	25	1.00
Sheep clip skins .....	15	40
Lambskins .....	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	14
No. 2 quoted .....	13
No. 3 quoted .....	12

## CALFSKINS.

City and country prices—

No. 1 quoted .....	16
No. 2 quoted .....	14

**WOOL.**—The market cannot be said to be very active, although there is a good deal of wool moving, for the deliveries are only those which have been previously contracted for, sales at present time being only limited. Factories are working in good capacity and it is anticipated that business in the near future will assume good proportions.

Canadian pulled wool .....	23	30
Washed fleece .....	27	29

Unwashed fleece .....	17	19
Greasy cape .....	19	23
Medium .....	24	26

**FISH OILS.**—A small business has been done in fish oils and sales effected are of small consuming quantities. Prices are as firmly maintained as heretofore, ruling unchanged at quotations. In cod oils, trading is without much animation. The same remark can be made for whale oil. It is reported that stocks at dealers are not very considerable. Present quotations are:—

Cod oil, Gaspe, gal. ....	22	23
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland ..	30	32
Liverpool salt .....	60	65

**TALLOW.**—The demand is satisfactory and no new business of importance is reported. There is no accumulation on the market and conditions appear here to be right for a good trade. Extra tallow brings 6½c. per lb.

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SHOE FINDINGS.—The shoe findings market is quiet. As a general thing, prices are firmer than they were, on account of the outlook, which is pretty good. The local production is not heavy, although sufficient for the present needs of our industry. The latest quotations are:—

Leather, friction and fibre board	3½	6
Union leather	7	8
Stiffners, union	1	3
Stiffners, leather board, per 100 pounds	75	1.15
Insole leather	7	8
Leather board, per lb.	2	3

LEATHERS.—Trade has been fairly good for leathers during the past month. Although it is remarked that business is not taking hold as freely as could be desired, dealers apparently being afraid to buy heavily for fear of being caught by a decline. Prices are firm and will probably remain so, since tanners have to pay good wages and buy at high prices the hides they need. Export trade has not seen any radical change and is reported quiet. Buff and split leathers are in fairly good demand. Harness leather sells well, while all fancy leathers are moving in a very good way. Quotations are fairly held and we pay:—

LEATHER.

Harness leather—

No. 1 U. O.	42	
Rejected	40	
No. 2	38	39
Kangaroo	16	17
Splits, senior, per lb.	35	
Splits, junior, per lb.	33	
Splits, senior, per foot	15	
Splits, H and Hm, per foot	12½	
Splits, M, per foot	12¼	
Splits, Lm, per foot	11¾	
Splits, junior, per foot	9	
Splits, flexible, per lb.	25	
Splits, trimmed, H M, per lb.	35	
Splits, trimmed, M, per lb.	35	
Pebble, A L	20	
Pebble, A L M	18	
Pebble, A M	19	
Pebble, A H M	19	20
Buff, A M	20	
Buff, A H M	20	
Buff, A H	21	

Moccasin leather, red, per stamp

weight, lb.	12	
Oil grain (Quebec) per foot	19	20
Wax upper, heavy	41	43
Wax upper, light and medium	39	45
Horsehides	3.50	
Glove grain	17	19
Heavy grain	18	20
Patent cow	21½	23½
Patent cow chrome	21	23
Heavy upper	19	20
Grained upper	19½	20½
Scotch grain	20	21
Dongola kid	16	23
Patent kid	36	46
White alum	11	15
Sumac	9½	11
Col. sheep	10	12

Napa sheep	9½	11
India kid	11	13
Patent colt	36	46
Harness	40	42
French kip skins	94	1.05
English kip skins	55	65
Canadian kip skins	61	65



Hemlock calf	70	85
Light calf	70	80
French calf	1.10	1.65

TANNERS' MATERIALS.—The usual amount of business has taken place and prices have remained practically unchanged. The following are the latest quotations:—

Dcgras	2½	6
Sumac		\$68.00
Gambier	4½	5½
Hemlock extract	3¼	4
Hemlock bark, per cord	7.00	7.50
Oak extract	3	3½
Mineral tanners' extract	5	6½
Scuth, lb.	3	

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# American Leather Markets

The market has held firm throughout the month with fairly good sales reported in all departments. Prices have strengthened in a few lines and eased off in others. The manufacturers have been buying freely for present requirements and not a few have anticipated future needs by placing orders ahead. Present indications are that prices will strengthen after the opening of the new year.

**HEMLOCK SOLE.**—There is nothing of moment to report during the past few weeks. There has been a steady demand and some fairly good sales have been completed. Sales have been principally from warehouse to factory. There is no accumulation, the local trade together with a fair export trade keeping everything pretty well sold up. Dealers are holding firmly to their prices. Hemlock offal continues firm at unchanged prices.

**UNION SOLE.**—The market continues active with sales of good proportion reported at firm figures. Most of the sole cutters are stocked for over the new year, when it is expected that increased activity will set in. Some of the cutters evidence their belief that prices will not deteriorate by a willingness to place orders for their needs ahead. The dealers, however, are not inclined to accept orders ahead on the present basis, although some have been reported as having acceded in a few instances. No. 1 steer back bring 37c.; middle backs 35 to 36c.; cows 34c. In New York both cows and steer backs are firm but no large lots are being sold. Business is reported a little quiet in Philadelphia; there is, however, a fair amount of trading being done at current market quotations. The demand for union offal continues at firm prices.

**OAK SOLE.**—The market is very strong because of the limited supply. It is said that the stock of oak sole was never as low as at the present time, which accounts for the strength of the market. Standard backs range from 43 to 44c., a sale being reported at the latter figure. Texas sides and Texas bends are in fair demand. Bends are selling at 50, 47, 45, and 43c. for the four se-

lections, while tannery run sides bring 33c. The scarcity of oak leather still continues in the New York market and firm prices are demanded. Business is not so brisk in Philadelphia, having dropped away for the last few weeks of the year. There is no apparent discouragement, however, and it is expected that things will pick up again after January 1st. No concessions in prices are being made. In Cincinnati business is good, but things are a little quiet in St. Louis. The following are the latest quotations:—

### OAK SOLE PRICES.

Scoured backs—	No. 1.	No. 2.	No. 3.
Light ... ..	42	38	35-37
Heavy ... ..	42-43	39-40	35-37
Medium ... ..	42-43	39-40	35-37
And other grades in proportion.			
Scoured bends—			
8 to 10 lbs. ....	47	45	42-43
10 to 12 lbs. ....	47	45	42-43
12 to 14 lbs. ....	47	45	42-43
Texas sides—			No. 1.
X h'v free of brands .....	34		35
A h'v one brand .....	33		34
B h'v two brands .....	32		33
C h'v more than two brands	31		32
Texas bends—			
XX .....	50		54
X .....	47		49
A .....	45		47
B .....	44		46
C .....	42		45
California sides—			
Light—			
No. 1 .....	30		31
No. 2 .....	29		
Medium—			
No. 1 .....	30		31
No. 2 .....	29		
Heavy—			
No. 1 .....	32		33
No. 2 .....	29		
California backs—			
Light—			
No. 1 .....	33		34
No. 2 .....	31		32
Medium—			
No. 1 .....	35		36
No. 2 .....	32		
Heavy—			
No. 1 .....	37		38
No. 2 .....	32		33

**ROUGH LEATHER.**—Owing to the large purchasers being still out of the market, things have been a little quiet for the past few weeks. A good stock was laid in

by the large japanners, consequently they have not needed to replenish their stock yet. The welting people are also pretty well supplied, so that the buying at present is being done by the russet finishers. The following are the latest quotations:—

### ROUGH LEATHER PRICES.

Hemlock.			
Card .....	36		37
No. 1 .....	34		35
Steers, No. 1 .....	29		30
Steers, No. 2 .....	32		33
P D'g'd .....	24		26
Bulls .....	26		27
Oak.			
	No. 1.	No. 2.	No. 3.
Country, light .....	34	33	31
Country, Med. ....	34	33	31
Country, hy. ....	34	33	31
Packer, hy. ....	35	34	

**SPLITS.**—There is a good demand for heavy splits both for local requirements and export trade, but the light weights have no call. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks .. . . . .	26-35	24-30
Crimpers ... ..	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .. . . .	26	23
Flesh .....	27-43	31-44
Flex .....	9-14	

**CALFSKINS.**—The market continues firm and steady. There is a great demand for dull calf for boot and shoe manufacture. So strong has been the sale that some tanners are refusing to accept orders for advance delivery. Tanners are a little dubious about tan leather, fearing its popularity is waning somewhat, and they are only making it to order. Black calf is having a good sale for immediate shipment and the orders for future delivery is most encouraging.

**PATENT AND ENAMELS.**—The market continues active at firm prices. Colt and side leather japanners are finding a ready sale for all the stock they can furnish. Large quantities of patent colt and kid are being sold at firm figures. The continued demand for patent leather shoes makes it more than probable that the inability to fully supply the demand will enhance prices in the near future. There is a good sale for all shiny leathers in all colors. Fancy leathers are in good demand at good prices with a firm market.

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# The Canadian Shoe and Leather Journal

Acton Publishing Co. Ltd.  
Toronto & Canada

VOL. XXIV

NUMBER TWO

FEBRUARY, 1910

## RITCHIE SPECIAL ONMERIT

No.  
5070  
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In  
Stock



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**GEO. BOULTER CO. LIMITED**  
Ontario Agents for Miner Rubber Co., Granby **TORONTO**



ONE OF THE FIRST  
SHOEMAKERS "

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# "KEYSTONE" CHANNEL CEMENT



MARK OF QUALITY

Where exclusive and uniform Quality is especially desirable, "KEYSTONE" CEMENT is without a serious competitor.

In your most exacting work — use "KEYSTONE" CEMENT. We fully guarantee the result.

Spanish and Hard Oak Leathers usually give Shoe Manufacturers a lot of trouble. "KEYSTONE" CEMENT hasn't failed yet to satisfactorily meet the most difficult emergency.

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LIMITED

155 Granville St., HALIFAX, N.S.  
Front and Yonge Streets, TORONTO, ONT.  
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## KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins    Skivers    "Ryco" Matt Kid

## RICHARD YOUNG CO.

36 and 38 Spruce Street - NEW YORK, U. S. A.

Branch: 54 South Street, BOSTON, MASS.

F. G. CLARKE, PRESIDENT.

C. E. CLARKE, VICE-PRES. AND TREAS.

## CLARKE & CLARKE, Limited

*Established 1852.*

MANUFACTURERS OF SHEEPSKINS OF ALL KINDS

General Offices and Works—Christie Street, TORONTO.  
City Office and Warehouse—52 Bay Street,

BRANCHES—59 St. Peter St., MONTREAL. G. S. HUBBELL, Agent

553 St. Valier St., QUEBEC. RICHARD FRERES, Agents.

# Catalogues

Are works of art when properly printed. We  
print them that way at right prices.

GET OUR QUOTATIONS

ACTON PUBLISHING CO. LIMITED

59-61 John St., Toronto, Ont.

# Trickett's Slippers

All Prices. All Styles.  
All Jobbers.

Largest Makers in the World

H. W. TRICKETT

Limited

WATERFOOT, England  
(Near Manchester)





TRADE MARK

WE MAKE

# The Winner

We are Specialists in

**CHILDREN'S  
SOLID LEATHER  
FOOTWEAR**

Our Lines are Leaders.

**WINN & CO.**  
MILTON, CANADA



Standard

Mark

## For the Glove Trade

**Horse Hide**

Mocha, Yukon, Drab, Smoked

**Cow Sides**

Pearl, Cream, Tan

**Sheep Skins**

Tan, Black, Green, Red, Cream

**Splits**

Mocha, Drab, Yellow, Black, Olive

## For the Shoe Trade

**Chrome Sole**

Natural or Water-proof

**Elk Sides**

Tan, Black, Olive

**Chicago Tanning Co.**

Main Office and Salesroom, 130 W. Michigan. Tannery Blackhawk and Dayton. Branches, Gloversville and New York City.

¶ After all has been said, the final test of a Shoe is its Wearing Qualities :: ::



THE  
*Lester's*  
SHOE

being made of solid leather is not only a wearer, but also a trade winner and business builder

**L. HIGGINS & CO.** Moncton  
Yarmouth  
Halifax

Every satisfied customer is a step towards  
business success

REMEMBER THAT

**GRANBY**

**RUBBERS**

Have never yet failed to satisfy a customer, because everything that enters into their manufacture is of the best quality.

Stock Granbys and control  
the business of your town

SOLE SELLING AGENTS

**AMES-HOLDEN LIMITED**

MONTREAL

TORONTO

WINNIPEG

VANCOUVER

CALGARY

EDMONTON

ST. JOHN, N. B.

# FINE LEATHERS FOR THE FINE SHOE TRADE

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☪ You will find in our tannages the very finest leathers for the very finest work.

☪ Our PATENT FRENCH CALF is unsurpassed for flexibility and wearing quality.

☪ Our tannery is one of the best equipped on the continent.

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**SAMPLES SENT ON APPLICATION**

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## DAVIS LEATHER COMPANY

LIMITED

NEWMARKET

— ONTARIO —

CANADA

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SELLING AGENTS: RICHARD & FRERES, ST. VALIER STREET, QUEBEC, P. Q.

The **O.P.**

Shoes

**FOR CHILDREN**

Attract by Three-Fold Power of  
**Beauty Quality Economy**

We handle only Misses', Youths',  
 Little Gent's, Childs' and Infants'

**From 25c up to \$2.50**

**A Notice**

We have the largest assortment of children's  
 shoes on the market.

**Something Appreciated**

We guarantee prompt shipments as we always  
 carry a well-assorted stock of all our lines.

**Our Travellers**

Are on the road with their "Felt" and  
 "Gaiter" samples.

**A Warning**

Don't place your felt orders before having had  
 quotations from our travellers.

**A Surprise**

In looking at our Gaiters and Leggings ("Made  
 to Fit" Brand) for styles and prices.

**The O. Poirier Co. Limited**

**530 ST. PAUL STREET, MONTREAL**

**Leathers, Shoe Findings and Shoe Store Supplies**

# Stock Up Now

Then You'll have What You  
Need when the People want it

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**Q** *The best place in Canada  
to make a selection of Boots,  
Shoes, Rubbers and Felts is right  
here, where you will find a fully  
assorted stock of all the best  
products of the best factories.*

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Our travellers will call on  
you. Reserve your orders.

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**JAMES ROBINSON**

**182-186 McGill St.  
Montreal, Que.**

# Double Your Profits This Year

☞ You can do it absolutely sure—at the same time bring foot comfort and satisfaction to your patrons. No extra rent, clerk hire or selling expense.

## LET ME SHOW YOU HOW—

☞ Over half of the people have tired aching feet due to a partial or complete breaking down of the arch of the foot. You see the entire Muscular and Nervous System connects with the arch of the foot—then if there is strain or pressure put on that part of the foot, the whole body must suffer. Corns, bunions, callouses and sore heels are inevitable results of weak arch or instep. Anyone who does much walking or standing in the modern unsupporting shoe, or extreme stylish footwear, is bound to have trouble. All ailments of this nature can be instantly relieved and permanently corrected by fitting *The Scholl Arch Supports* and "*Foot-Eazer*"—these scientifically constructed appliances cure by aiding nature carry the body's weight at the arch, taking away all muscular and nervous strain, replacing the elasticity to each joint and muscle and restoring the normal and perfectly comfortable action to the feet.

☞ You can positively sell a pair of the *Scholl "Foot-Eazers"* to every third adult customer, everyone wants easy, healthful, able-to-walk feet and five minutes demonstration by you or your clerk will prove to the customer the actual necessity for the "*Foot-Eazer*." They are sold at \$2.00 per pair and cost you \$12.00 per dozen, giving a net profit of one dollar (\$1.00) on every pair you sell. *The Scholl "Foot-Eazer"* is comfortable at once, is not heavy or rigid and can be worn by anyone.

☞ Persons who have badly broken-down feet, known as Flat Foot, or Rheumatism, and heavy weight people, or when a more durable and stronger support is necessary fit the *Scholl Tri-Spring Arch Support* made of finest German Silver and splendid quality of special tanned leather—the *Tri-Spring* feature causes a steady up-ward spring pressure and this gradually raises the arch bones. Endorsed by the profession as the best. Retail at \$3.50 per pair and costs you \$18.00 per dozen.

☞ We want you to try these goods—see for yourself that the *Scholl* line will increase your profits and your prestige this year.

*Write to-day for Samples and Literature*

USE THIS COUPON

THE SCHOLL MFG. CO., TORONTO  
GENTLEMEN: Please send me samples prepaid and full literature as advertised.

NAME.....

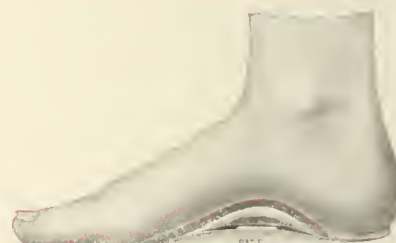
ADDRESS.....



Bones of Flat Foot



THE TRI-SPRING PAT.  
Raised with Tri-Spring Support



Scholl Tri-Spring Support in Position



Scholl "Foot Eazer" in Shoe

Dr. Wm. M. Scholl, President

## The Scholl Mfg Co.

Foot Specialists

472 King St. West  
TORONTO

# "CANADIAN" RUBBERS

HAVE THE CALL

TRADE



MARK

*The Mark of Quality*

¶ When you are told that something else is "just as good" don't you believe it. There is only one genuine "CANADIAN" Rubber bearing the above trade mark, which is a **GUARANTEE OF SUPERIORITY**

## The Canadian Rubber Company of Montreal

LIMITED

D. LORNE McGIBBON, Vice-President and Managing Director



WHEN YOU SEE THE  
TRADE ◁ MARK  
YOU KNOW IT'S FAST COLOR

WHEN YOU SEE THE  
TRADE ◁ MARK  
YOU KNOW IT'S FAST COLOR

## THE BEAUTY IN A DIAMOND FAST COLOR EYELET

**W**HILE everything else about a shoe grows dull and unsightly with wear the beauty of Diamond ◁ Fast Color Eyelets does not change; they retain the same bright, new appearance throughout the wear of the shoe; in fact if it were practicable to transfer them from one shoe to another a Diamond Fast Color Eyelet would outwear several pairs of shoes. As they cannot wear brassy their bright, new appearance adds wonderfully to the satisfaction of shoe wearers, millions of whom are learning every month just what the little Diamond ◁ Trade Mark means, and knowing will certainly want Fast Color. They should be in every good shoe. It's for you to say whether you will have them in yours. Just specify Diamond Fast Color when you order.

☞ **United Shoe Machinery Co. of Canada** ☞

Office and Factory: Lagachetiere and St. Monique Streets, Montreal



**May Possibly**  
**Be Equalled**  
**But Certainly**  
**Not Surpassed**

¶ We have made a life study of shoe production and do not regard it as egotistical on our part when we say that the McCready Shoes combine all the better qualities of up-to-date shoemaking.

# McCREADY SHOES

**If  
You  
Wish  
To  
Be  
In  
A  
Position  
To  
Supply  
The  
Best  
Trade  
Then  
Stock  
McCready  
Shoes**

**The James McCready Co.**  
Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH  
Vice-President and General Manager

# WOOD - MILNE RUBBER HEELS

Have by far the

**LARGEST  
SALE  
IN THE  
WORLD**

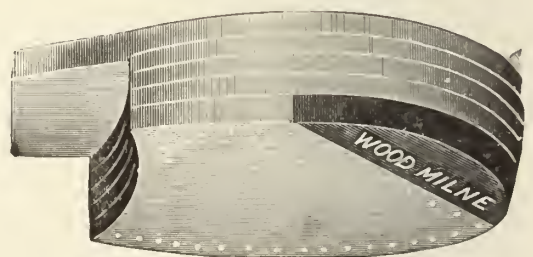
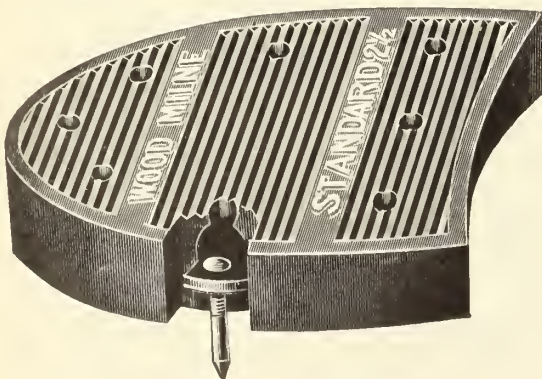
==  
English  
Manufacture



These REVOLVING HEELS revolve of themselves as the wearer walks. They require no attention when once fixed. They absolutely prevent heels from wearing down—and last about four times as long as any other make. Wherever introduced they have practically superseded the old shaped heels.



Price Lists  
and  
Samples  
on  
Application



HEEL TIP—The rubber cushion is inserted just where it is wanted.

## WOOD-MILNE LIMITED

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PRESTON

PARIS

Wholesale Agents for Canada: JAS. DUNN & CO., Finsbury St., London, Eng.

Stocks held by C. PARSONS & SON, Limited, Toronto



# DEALERS ARE LOOKING FOR STAPLES THAT WILL SELL

THERE IS NO LINE OF STAPLES MADE IN CANADA TO-DAY THAT CAN COMPARE IN SELLING QUALITIES WITH THE

## YAMASKA BRAND

THEY POSSESS MANY SUPERIOR FEATURES AND SELL AT A PRICE THAT MAKES THEM POPULAR WITH THE PEOPLE

**The J. A. & M. Cote Co. Limited**  
ST. HYACINTHE, QUE.

# 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 a beautiful finish. Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. Also Buck, Castor and Cravenette. A fine, dry powder, so quickly and easily applied. No waiting for shoes to dry. No matting down of the nap. Put up in *all* colors, state color wanted. Per box 25c., also *liquid* colors if preferred.
- "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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "BON TON" SHOE CREAM. "BON TON" black cream (in opal glass jars with screw covers that can be easily opened and closed; a vast improvement over paste in tin boxes) for reviving the luster of patent and all shiny leather shoes and slippers. BON TON BROWN for golden brown and the new shades of brown kid and calf shoes. BON TON RUSSET for ALL kinds of russet and tan shoes. BON TON RED for ALL red shoes. All 4 colors in 2 sizes to retail at 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.

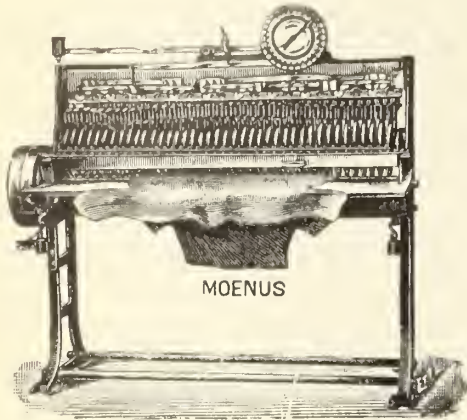
Headquarters for bronze, for all bronze shoes; also green Polishes for green Shoes.

# Moenus Machine Works

Limited

FRANKFORT o. M., Germany

ESTABLISHED 1862



BUILT IN  
FOUR  
SIZES:  
5 ft.  
6 ft.  
7 ft.  
and  
10 ft.

No. 84—"MOENUS" NORMAL  
MEASURING MACHINE

The World's Standard Machine

Unsurpassed for  
FINISH and ACCURACY

A few references out of many  
hundreds :

CORNELIUS HEYL, Worms	- - -	13 machines
CARL SIMON SÖHNE, Klrn	- - -	4 machines
DÖRR & REINHART, Worms	- - -	4 machines
C. FREUDENBERG, G.m.b.H., Weinheim	-	5 machines
A. COMBE, FILS & CO., St Denis	-	9 machines
A. FRANC, Annonay	- - -	4 machines
E. MEYZONNIER, Annonay	- - -	3 machines
TANNERIES LYONNAISES, Oullins	- -	4 machines
GUST. DEGERMANN, Barr i. E.	- -	2 machines
J. KNECHT & SÖHNE, Elmshorn	- -	2 machines
PAUL NATHAN, Hamburg	- - -	2 machines
RÜMCKER & CO., Hamburg	- - -	2 machines
EMIL KÖSTER, Neumünster	- - -	2 machines
M. CHICOINEAU, Orleans	- - -	2 machines
JOS. RIBES, Annonay	- - -	2 machines
MAURICE HEFTLER, Paris	- - -	2 machines

Machines for Tanneries, Boot and  
Shoe Factories, and Belting  
Manufacturers.

Complete Outfits for the WHOLE  
LEATHER TRADE.

## Bicycle Step Ladder

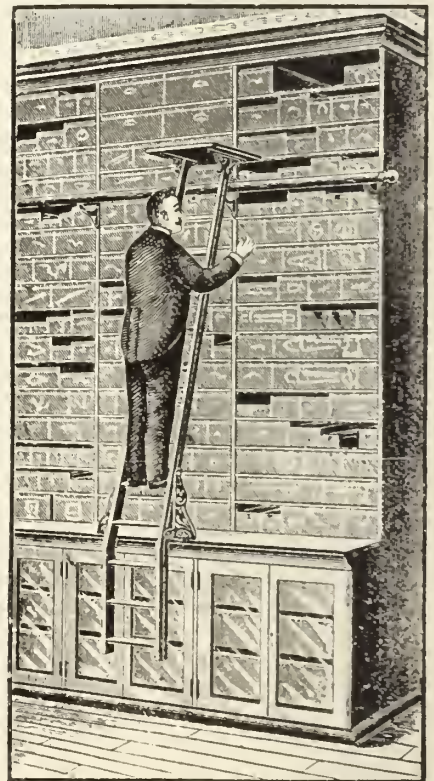
*Made of Oak*

*Natural Finished Wood*

*Japanned or Nickel-plated Mountings*

## CASH and PACKAGE CARRIERS

WRITE FOR CATALOGUE



Manufactured by

The Hamilton Brass Manufacturing Co., Limited

Montreal Office, 327 Craig St. W.

HAMILTON, ONTARIO

# SURPASS SHOES

¶ A shoe that possesses quality and fine appearance and at the same time is sold at a price that brings it within the reach of all, is the shoe that is bound to become popular and have a large sale. This has been fully demonstrated by the SURPASS SHOE.

STOCK SURPASS SHOES AND THRIVE.

THE LOUIS **GAUTHIER C<sup>o</sup>.** LIMITED  
 QUEBEC, P. Q.



FOR PATENT LEATHERS, ETC.  
**THE "NUGGET" BOOT CREAM**



in the  
**NEW JAR**

See that you get it.

Impossible to improve the Polish so we improved the Jar

**THE "NUGGET"**  
 TRADE MARK  
 REG. NO. 227378  
**POLISHES**

This Line retails at 15c and shows a big margin of profit



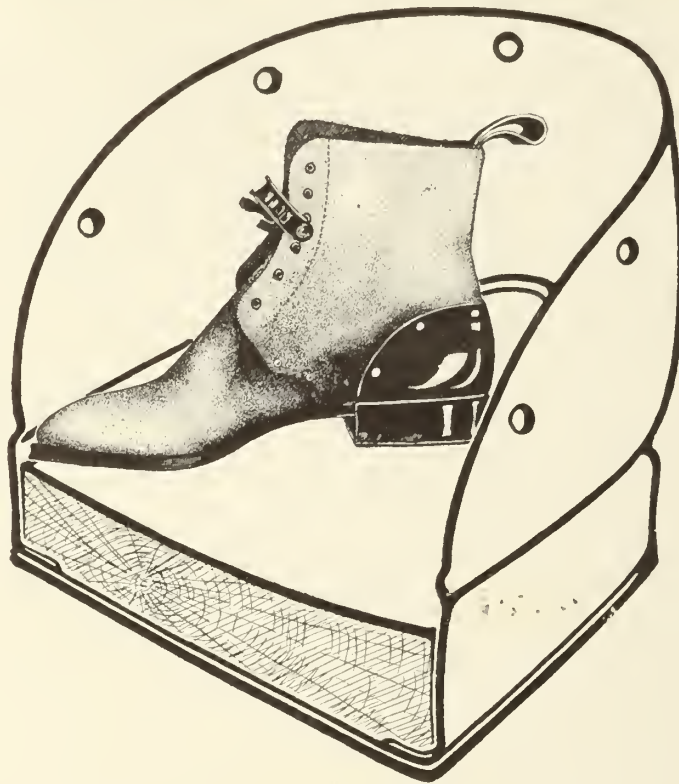
**The NUGGET POLISH COMPANY OF CANADA LIMITED**

67 Adelaide Street East - - Toronto

"The Sun Never Sets on Nugget Polishes."



# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sup>n</sup> <sup>d</sup> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

### United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

# TILLEY & SON

160 BAY STREET - TORONTO

## Manufacturers and Jobbers, Shoe Store Supplies and Dressings

TILLEY'S Dressings are to-day recognized as the FINEST line of goods on the market. Each and every package is FULLY GUARANTEED. Customers who have used these goods have been MORE than SATISFIED. If you have not yet tried these goods we would solicit a trial order.

### Regent Wax Paste

Made in Black, Tan and Ox Blood. Two sizes,

**40c.** and **75c.** per doz.



### Suede Dressings

Made in Light Brown, Dark Brown, Navy Blue, Alice Blue, Reds, Blacks and all shades.

**\$1.50** per doz. large bottles.

### Combination

Made in Black, Tan and Ox Blood. Two sizes.

**75c.** and **\$1.50** per doz.

### Patent Leather Cream

In stone jars, **85c.** and **\$1.50** per doz.

### Dubbin

Two colors—Black and Tan.

**40c.** and **75c.** per doz.

**White and all Colored Dressings** for Canvas Shoes.

**85c.** and **\$1.50** per doz.

# CHAS. TILLEY & SON

# O'Sullivan's

SAFETY CUSHION

# Rubber Heels



MADE OF VIRGIN RUBBER

Have more resiliency. Wear longer. Give your customer better satisfaction than any heel made. In fact the O'SULLIVAN HEEL is in a class by itself. Avoid cheap substitutes.

## Packard's Imperial Infants' Soft Sole Shoes



We have without doubt the handsomest lines of Infants' Soft Sole Shoes on the market to-day, and for style, fit and workmanship they are superior to any line we have seen. Our range of over 100 lines is replete with new ideas in this class of footwear.

MANUFACTURED BY

**L. H. PACKARD & CO. LTD., MONTREAL**



# The Minutest Detail Receives Attention

It has always been our policy to look carefully to the details of manufacture. When a shoe is turned out of our factory it will bear the closest inspection. That is the reason why our trade is ever enlarging. We have an established reputation for quality and we are bound to maintain our high standard.

**WILLIAMS SHOE CO. - BRAMPTON ONTARIO**



## Get Ready for the Wet Weather

The best process yet produced to make a Waterproof Goodyear Welt.

DOUBLE SOLES---MADE in TAN or BLACK

To Retail at \$5.00. Every Pair Sells Another.

**Sovereign Shoe Co.**  
LIMITED

102-4 Atlantic Ave. - TORONTO, Ont.

**WHERE  
AMHERST  
MAKE  
EXCELS**

Labels for the boot illustration:  
CHOICE UPPER STOCK  
SOLID LEATHER HEEL STIFFENER  
WAX SEWED SEAMS  
SKILLED WORKMANSHIP  
ALL LEATHER HEELS  
TOUGH SOLID LEATHER OUT AND INSOLES  
DOUBLE TIPS

**7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR**



MONTREAL

# RUBBER TIME



MONTREAL

*The Past Season has been Good and Future Prospects Look Bright*

## What About Your Next RUBBER ORDER

- ☐ Our travellers will all be out March 1st with complete line of MALTESE CROSS RUBBERS.
- ☐ A few minutes with our Traveller may prove advantageous to you.
- ☐ We are the sole selling agents for the Province of Quebec for STUB-PROOF RUBBERS. A rubber of proven merit, guaranteed workmanship and material, is bound to create a demand. Do you want the sole selling-rights for your Town? Think this over and be ready for our Traveller when he calls. We supply advertising matter with each order. REMEMBER only one dealer in each Town will be given the agency.
- ☐ We have taken over the rubber business of The Hamilton Bros. Shoe Co., and after March 1st, 1910, all goods will be invoiced direct from us. Their Travellers will continue as our representatives.

## THE PLYDE SHOE COMPANY



MONTREAL

36 St. Genevieve Street  
MONTREAL, QUE.

W. S. PETTES, Manager

TELEPHONE MAIN 3332



MONTREAL



Buy  
**Life-  
 Buoy  
 Rubbers**

# Mr. Dealer:

¶ You have often been in doubt as to what make of rubber footwear you should purchase for the coming season.

¶ As a progressive man, alive to your own and therefore to your customer's interests, you are anxious to purchase that which will give the greatest satisfaction to your customer and, as a natural consequence, profit and increased business to yourself.

¶ You have, perhaps, tried most of the different makes and still feel that there is something wanting to your entire satisfaction. Have you tried LIFE-BUOY Rubbers? We suggest that you try them for the coming season and we have enough confidence in our goods to safely promise that they will please YOU and YOUR CUSTOMER.

¶ Present users of our goods are voluntarily expressing their satisfaction and state that they have been pleased beyond their expectations.

¶ It is our aim to make LIFE-BUOY Rubbers famous for uniform good quality and we have spared no expense in securing the plant, the equipment and the men, to further this end. We have also established branch warehouses at the points mentioned below for the convenience of the trade in securing quick delivery during the sorting season. If you have not tried LIFE-BUOY Rubbers send a trial order to the point most convenient to you.

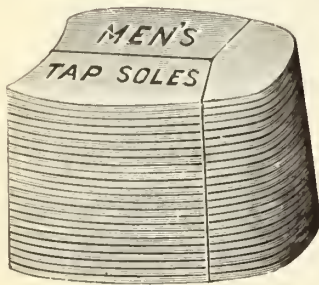
## The Kaufman Rubber Co., Limited

<b>Berlin</b> Head Office and Factory	<b>Toronto</b> 76 York Street	<b>Ottawa</b> 281 Wellington Street	<b>Montreal</b> 310 Craig Street West
<b>Winnipeg, Man.</b> Geo. G. Lennox, 159 Portage Ave. E.	<b>Truro, N.S.</b>	<b>Charlottetown, P.E.I.</b> The Charlottetown Rubber Co.	

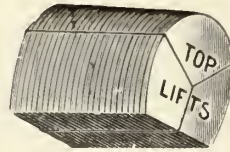
# PHILIP JACOBI

—Headquarters for—

## Shoe Findings and Shoe Store Supplies



**A  
Large  
Stock**



**Always  
on  
Hand**



## We carry a Complete Line for Shoe Repairs

Sole leather, taps and lifts, leather cement, rubber cement, Japanole dye, rubber patches, rubber repair cloth, rubber soling, diamond ink tan, diamond ink black, dongola patches, kip patches, box calf patches, turn patches, turn lasts. Tools of all descriptions. Malleable Repair Iron Stands with seven feet.

## Brooklyn Jack

**Special Outfit No. 3**

This outfit has the complete set of English Toe Lasts, Men's, Women's and Boys', suitable for the shoes at the present time.

**The only Outfit that has  
49 Lasts**

Entirely new and up to date. Consists of 1 Jack complete and 40 Lasts and 5 Blocks. Price \$26.00.

---

**PHILIP JACOBI** 5 Wellington St. E.  
TORONTO

# THE CANADIAN SHOE AND LEATHER JOURNAL

ACTON PUBLISHING CO., Limited

TORONTO, CANADA

Vol. XXIV, No. 2.

TORONTO, FEBRUARY, 1910.

\$1.00 per Year.

## Canadian Shoe and Leather Journal

Published on the 1st of each month

ACTON PUBLISHING CO., Publishers  
LIMITED

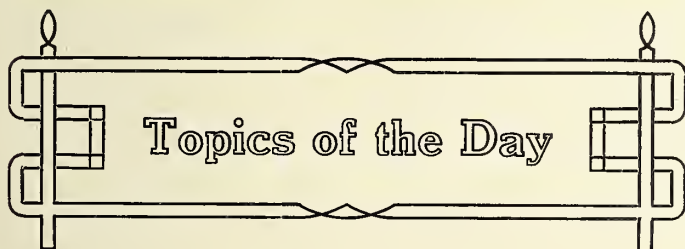
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JAMES ACTON,  
President and Managing Editor

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to Great Britain and Countries in postal union 5s., prepaid. Advertising  
Rates on application.



We desire to thank our many patrons and friends for their kind words with regard to the change in form of the Shoe and Leather Journal. Unsolicited, as they are, they are the more encouraging.

We might say that it is not our intention to stop at mere improvement in the typographical appearance of the Journal, but are preparing to make such changes in the matter and conduct of these columns as shall make the paper essential to every progressive Canadian interested in leather and shoes. To this end we will be pleased to receive suggestions from our readers as to any present shortcomings or any possible additions to the lines already covered by the Journal. We shall esteem as a favor

any pointers that may reach us in this way from any source. Our motto is "We live to serve."

Following the holiday season came stock-taking with most wholesale and retail concerns, the result being that for two or three weeks very little business was done in either department. Within the past couple of weeks, however, there has been a revival of activity and business has gradually resumed normal conditions. Travellers report a good enquiry for staple lines both for immediate requirements and for spring trade. There seems to have been an appreciable clearing up of stocks in hand and merchants are rather more inclined to be hopeful as to the future. Good seasonable weather since the first of the year with the customary January thaw have conspired to create ideal conditions for winter trade. Money is fairly plentiful as farmers are selling their produce rather freely and it looks as though payments for the next couple of months would be more satisfactory than usual.

The situation in packer hides is reported somewhat easier and large sales have been made at substantial concessions, thus clearing some of the large stocks in packers' hands. In country hides, however, supplies have not been more than sufficient for the demand and prices have therefore gone somewhat higher. Tanners are, as a rule, following a waiting policy and are not laying away more than they absolutely require to keep moving. The local markets are still comparatively bare and for the quality of the hides marketed quotations are still high. Tanners have been making haste slowly and are sitting tight for remunerative prices. With the large increase in the cost of their product they complain that they are having the time of their lives getting out on the safe side. Business in leather is picking up considerably both in the country and with manufacturers, who are now busy with their spring orders.

### HIDES AND LEATHER

Within a week three most important gatherings of the shoe and leather trades of the United States were held. At Boston on January 17th the National Association of Tanners met and discussed the interests of leather producers.

**IMPORTANT  
TRADE  
GATHERINGS**

Two of the more important subjects before the gathering were "Sole Leather Adulteration" and the "Establishment of a Tanning School." With regard to the former a report was presented which stated that shoe manufacturers "took little interest in the matter" and that "it would be difficult to regulate the practice without disturbing the entire industry." The National Boot and Shoe Manufacturers' Association met at New York on January 12th and the National Shoe Wholesalers' Association met at Boston on January 15th to discuss the situation in shoe production and distribution. These gatherings were the most representative in years and were practically unanimous in urging the maintenance of existing standards of quality, adding where possible and necessary, sufficient values to each line of shoes to make it worth the price of the next higher grade. Resolutions along this line were passed and are quoted elsewhere.

Manufacturers are "pegging away" at spring orders which even before the turn of the year assumed proportions that promised an extra good season's output. Travellers have been on the road during the last couple of weeks sorting up and completing their spring trips and report increased interest. In many cases additions have been made to former orders either through the depletion of stocks by holiday sales or on account of the realization that prices must rule higher on sorting orders for spring than for placing orders. Already a number of manufacturers have notified their customers of advances in goods for immediate requirements and correspondence on this subject for the past few weeks has been taxing both

wholesaler and retailer. The advance, however, is being insisted upon by those who are maintaining the quality of their lines and comparatively little trouble is being experienced in securing it.

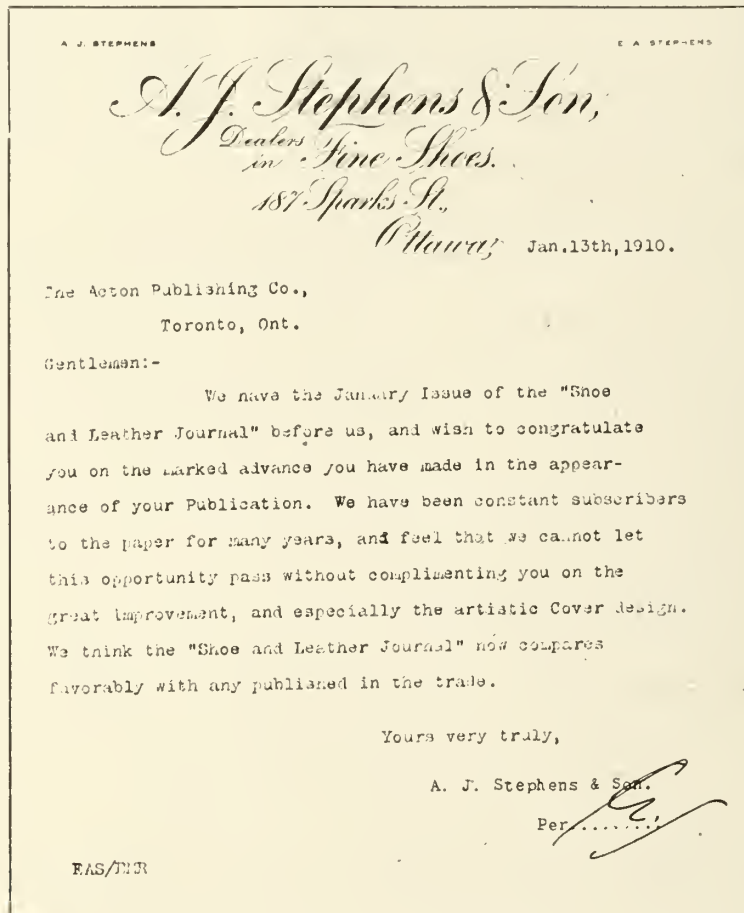
Business for January was exceptionally good considering the fair turnover for the holiday season. The mild weather of November and early December interfered with the sale of heavy goods, particularly felts and rubber shoes. It also retarded the sale of skating and similar lines of footwear. Since January first, however, such weather has prevailed as has met pretty thoroughly the ideas

**RETAIL  
TRADE**

of the most fastidious of shoe dealers, and the result has been a steady movement in seasonable lines that has been felt from coast to coast. Possibly the better humor of the purchasing public, particularly the farmer, accounts for a rather brisker January than usual. At all events, reports from our subscribers seem to indicate an amount of activity that is most reassuring and that must mean a more satisfactory handling of their obligations both present and future. There is one note of complaint, principally struck in the larger centres—the excessive competition in rubber footwear. With the present favorable weather there appears no

reason for cutting prices in this line, but some dealers seem to carry rubbers just to accommodate their customers.

The manufacturers and jobbers of rubber footwear had their annual conferences last month and looked over the situation, past, present and future. It is claimed by the manufacturers that last season was a poor one for them as far as profits were concerned, on account of the steadily advancing market in raw rubber. The jobbers had their "time" chasing up odd quotations, of which there was probably more diversity than usual





The various ideas people have of "fun" would fill a book. There is the man who sits in the sun on an old wharf waiting half a day for a bite who expatiates on the glorious sport of fishing. Then there is the fellow who rides a bicycle until he is choked with dust and the perspiration drops from his chin, who waxes eloquent upon the intoxicating pleasures of the wheel. But of all the cross-eyed conceptions of fun, that of the fools who load themselves in a hack after loading up with whiskey and start out for a "time," is the most oblique. When a man has to make a lunatic of himself to get fun he had better forego the luxury. Fun that costs a man his own dignity and the respect of decent people is not worth a tinker's curse.

To get a broad, comprehensive view of human nature, stand at the church door on Sunday morning and hear the remarks of the congregation. Some old skinflint, who never relieved a widow's sigh or smoothed the path of childhood's feet with a copper cent, will grunt out his complaint about the churches "always begging." Some brainless, soulless butterfly, who has to keep off ennui with theatre going or euchre parties, will lisp out some criticism about the tiresomeness of this continual talk about sin and its results. Along will come some old blackguard, who would be ashamed to have his wife know where he spends three nights out of six, and he turns up his nose at the vulgarity and plainness of the preacher. Another will remark about its being a fine sermon and start off the statement that it is all very well to talk, but you can't apply the "Sermon on the Mount" to business these days. By far the majority acquiesce in the preacher's sentiments and form resolutions to live up to his teaching, but their foot does not leave the last of the church steps until the good impressions and intentions are swallowed by the rush of associations and habits. There are people who accept every word of Solomon in regard to strong drink, swearing and meanness generally, as sound morally, ethically and commercially, but who still scorch their vitals with whiskey, pollute their mouths with profanity and degrade their manhood with contemptible and dishonorable practices. We would like to see a little more genuine results in the lives of the readers of this column than the frequent expressions of approval that reach us from time to time. Quit the business. As the great David said to his greater son just before he left him the heritage of a throne and a good name: "Be thou strong, therefore, and show thyself a man." No more apt counsel could be given at any time of the year, but with New Year resolutions in view we press it upon our readers.

Speaking of small men the liliputians are not all found in museums. There are a few in business. Some of these intellectual Tom Thumbs are so exceedingly diminutive that if ten thousand of them were put in a peanut shell it would still rattle. A good story comes from up north somewhere which illustrates that kind of closeness that is sometimes compared to the paper on the wall. A merchant doing a general store business advertised that for a certain length of time he would give a free drink with every purchase. A few days later a granger appeared in the store enquiring if that was the establishment where they gave free drinks with every sale. On being assured that he was in the right place and that produce would be accepted as payment, he fished out a good sized egg and asked for the worth of it in darning needles. The trade was

satisfactorily arranged, and notwithstanding its proportions the proprietor invited his customer to the rear of the store to partake of liquid refreshment. On being asked his particular failing in respect to drinks the horny-fisted son of toil expressed a preference for egg-nogg, and the merchant somewhat amused broke the one egg that represented his customer's purchase money into the glass. As the soft golden mass fell to the bottom it was discovered that the egg was double-yolked. "Hold on, Mister," said the farmer, "you owe me a couple more needles. That yere egg has two yokes." A traveler had by dint of much haggling secured a fairly large sized order from a customer. The price in every line was fought to a finish. Then came the question of terms, which the merchant claimed to be four months, but which the traveler, on the prices made, figured at sixty days. After a sharp battle it was settled at five off sixty days. Then the question of freights was raised by the retailer, who was scandalized at the idea of his having to pay it. The order was finally marked "freight paid." After one or two more concessions had been granted the deal was considered completed. Taking his order blank and totalling up the columns the traveler said to the customer: "See here, I think we can simplify the whole thing. You pay us simply the discounts and freight on this bill and we will ship you the goods." There are some people who the more you give them the more they will squeeze. This kind of highway robbery is as popular just now as fall fairs, but when now and then the thugs who carry it on get it in the neck, decent people throw up their hats and rejoice.

There was a man a few years ago who got out of a respectable business to open a hotel in a Scott act county, expecting to make a fortune selling liquor in defiance of the law. A friend of his met him just before he began the undertaking and said to him, "J—, you have been making a comfortable living at the business you have been in so far, haven't you?" "Yes, I have," was the reply, "but I don't propose to go on working and slaving for a bare living. I think in my new venture I can make a tolerably good thing in four or five years, and get out with a little balance in the bank, and, at the same time, not have worked half as hard." "J—," said the friend, "you mark my words. It will be a curse to you and your family, and you will lose every dollar you ever owned, and I certainly hope you will." Six years or more passed and neither met. At a certain celebration in an eastern city, the friend relates, he was hurrying along the crowded street, when whom should he see but J—, rather much the worse for wear. "Hello, J—," said he, stretching out his hand, "how are you getting along, how is the family?" "Oh," said J—, "I haven't got any now. My wife and children are stopping with her folks, and I do not see them often. You see, I met with bad luck up at X—. I was fined twice, and was up the third time and had to skip, and somehow there was no money in the thing. I have just got back from the States, and am waiting for something to turn up." "What about the bank account?" interrupted the friend. "Oh, that's all cleared out long ago," and the bleary eyes revealed where any small remainder went. The friend did not say, "I told you so," but putting his hand on J—'s shoulder, expressed the hope that he would still be a man and get into some honest employment. Every day one sees the words of the wise man verified, "Wealth gotten by vanity shall be diminished."

*Solomon*

## Topics of the Day

*Continued from page 22*

on account of frequent changes in the situation. The retail trade would have been fairly well satisfied with the new departure last season with regard to lists had it not been for the developments which came with the incoming of the selling season, when some of the departmental stores were advertising goods at less than wholesale prices. With an additional Canadian concern and a new British manufacturer in the field, it looks as though there might be some difficulty this year in getting down to a business understanding as to rubber values.

We have never had much sympathy for the croaker, nevertheless the note of warning recently sounded by one of our largest business houses is worth heeding. **CAUTION NEEDED** While there is every reason to anticipate a year of exceptionally good parts from a business point of view, there will be the accompanying danger of loose credits to guard against. Some buyers will be led to over-estimate the capacity of their sales departments and to this will be added the tendency to allow too much freedom in credits to retail purchasers. By the exercise of a little care on the part of wholesale houses in regard to doubtful accounts and a fair amount of watchfulness on the part of the retailer with regard to his customers safe and profitable business should result. The current year with a fair amount of enterprise mixed with caution ought to yield better results than any for a considerable period past. Above everything else speculation will spoil all.

Whatever of wealth may have accrued to the country generally through its mining enterprises, there can hardly be any doubt that **THE GAMBLING SPIRIT** the gambling spirit developed by stock jobbing has sadly demoralized social and business interests. The get-rich-quick craze has seized upon young and old and one can hardly pick up a daily paper without witnessing the disastrous results in one way or another. It may be unjust to claim that more money has been lost than made by the discovery of rich mineral deposits, but it is none the less true that character has been destroyed, homes wasted, and business ruined by this lust for gain. We need just now in this country to give attention to the words of the Man of Nazareth: "Take heed and beware of covetousness; for a man's life consisteth not in the abundance of the things which he possesseth." Let the business man beware of turning aside to give the lust of gold a chance to mar his happiness and success. There is more satisfaction in a dollar well made than a hundred gotten by "vanity."

# Honest Leather in Your Staples

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When ordering your fall goods you might as well know what you are getting. There is nothing better than

## Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

## Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

## Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

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# A. Davis & Son

Limited

Kingston, Ont.



# Shoe Store Summary

Shoe business, generally, throughout the season has been good, though the usual quiet season has materialized in most places. Quite a number of dealers are evidently making strenuous efforts to keep business moving and to clean up stock by means of cut-price sales. Owing to the changeable and sloppy weather, quite a number of rubbers are selling. The sale in these and in heavy winter goods seems to be pretty nearly balanced in some cases by the decline in hockey boots and skates and sporting goods generally. The rubber situation is still a nut to crack with some dealers, the recent advance in prices tending to complicate the situation still further. One dealer informs us that having bought his stock early in the season he has not yet been up against the new price list. This dealer very wisely advanced his retail price to correspond with the increased rates. He has been selling rubbers as usual and finds that he has lost no friends on this account. The dealer who is foolish enough not to take a legitimate advantage of such conditions, apparently has only himself to blame. A number of very strongly expressed opinions were heard in this connection recently, of which the following is a typical one: This particular dealer thought that the departmental stores would be put upon a fairer footing to all concerned if manufacturers would refuse to sell to them direct, thus forcing them to purchase through the wholesaler. Another feature he considered unfair to the rank and file of the trade was the fact that an extra six per cent. was allowed on all purchases of \$10,000 or over. He had also been informed that certain departmental stores had got as high as ten per cent. off on a \$50,000 order. This placed the small dealer, who composes the bulk of the trade, at an unfair disadvantage in competition with the larger stores. No doubt departmental stores frequently made cuts for advertising purposes only, but in spite of this he had noted that a certain rubber, now listed at 58 cents and earlier in the season at 53 with a discount off, was being sold by a certain departmental store under their own trade mark or name for 45 cents. The manufacturer when questioned about this evades the matter by saying that this was a line made specially for this firm. He was of the opinion that some reform was needed along this line. The opinions of others on this and all topics of interest to the trade are invited.

## Side Lights on the Trade

A well-known Canadian departmental store held a rather unusual sort of nine-day sale, during which the price of every ninth article sold was refunded to customers. The following quotation from an advertisement describes the plan; this might be varied by using other numbers such as thirteen and twenty-three: "During the first nine shopping days in July, from the 1st to the 10th inclusive, this store will hold a sale beside which even the most successful events of the past will pale into insignificance. This is nothing less than a great Refund Sale, in which the full amount of every ninth cash purchase check received will be refunded to the person whose name appears on its face. It makes no difference what the amount may be—whether ten cents or one hundred dollars—the full amount will be refunded to the lucky purchaser whose check bears the magic number 9. All cash purchase checks received by the cashier will be numbered consecutively as received, and, as soon as number nine is reached, the numbers will begin again with one. This process will be repeated over and over again during the entire nine days of the sale, and at the end of each day all the No. 9 checks will be sorted out and the winners notified to call at the store. If you should receive such a notice, it will be necessary to present the original check, which was handed to you when the duplicate was sent to the cash, and your money will be refunded immediately.

## Successful Sales Plan

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Charles A.  
**AHRENS**  
AND Company  
BERLIN, ONT.  
— Manufacturers of —  
**Solid Leather Shoes**  
All Lines, All Sizes, from Children's  
to Men's  
FINE LINES OF SLIPPERS

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For this reason it is most important that you should take particular care to see that the clerk who issues each purchase check writes your name and address upon it. Otherwise you cannot be notified, and consequently cannot obtain the refund, as there would be nothing on the check to show who the purchaser might be. The names of the winners will be advertised each day, both in the windows and in the newspapers, together with the amounts refunded in each case. The person receiving the greatest number of refunds during this sale will be presented with a handsome side table, in solid quarter-cut oak, valued at \$42.00, now on exhibition in one of the show-windows. The name of the person holding the highest record to date will be announced in the window every day. 'Getting right down to brass tacks,' the whole proposition amounts to this: Every ninth cash sale will be absolutely free to the purchaser, providing he or she can produce the original check corresponding to the duplicate bearing the magic number nine. All we ask is the privilege of announcing the names of the winners in our windows and newspaper advertisements. There are no other conditions—no impossible restrictions of any kind. This offer is open to every resident and every visitor in —. Remember — to obtain your refunds it is necessary to call at the store and present the original checks. Positively no refunds will be sent by mail."

How many merchants make a practice of knowing at frequent intervals just exactly where they are at?

**Knowing Where He Is At**

How often should a trial balance be taken off and a statement made of assets and liabilities? These are questions of live interest to the trade and upon them depends a merchant's means of knowing whether he is charging enough for his goods, whether or not running expenses are too high, if he is being robbed by dishonest employes; in other words, whether he is operating at a profit or at a loss and why. There is little doubt but that many merchants who have failed in business would not have done so if they had known exactly where their trouble lay. The lack of success of the average merchant can in nearly every instance be attributed to the fact that he does not know the weak points of his business. Many merchants are working on the supposition that they are selling at a price which enables them to make a profit, but they have no figures to show for this. Even while the merchant's calculations seem to be excellent, in many cases it will be found that profits are seriously reduced by deterioration in stock, bad debts, replacement of goods to customers, and other causes. Sometimes expenses have increased in comparison with what they were when the goods were marked. These things all add weight to the suggestion that the dealer should so arrange his business

## Ebony Shoe Polish

MADE IN

SUSSEX = NEW BRUNSWICK

A quick shine  
A lasting shine  
A brilliant shine

No acids or injurious ingredients.

**A LEATHER PRESERVER**

Retailers write for our proposition  
Sold in

**THE UNITED STATES AND CANADA**

Exhibited at the Shoe and Leather  
Fair in Chicago in August, 1908.

WRITE FOR TERMS

## EBONY POLISH COMPANY

SUSSEX - NEW BRUNSWICK

**SHOE RIVETS**

We make all kinds for the Boot and Shoe Trade, including  
**Clinching, Soft Steel and Cobblers**

**THE MONTREAL ROLLING MILLS COMPANY**  
MONTREAL



# Clarke's Leading Shoe Leathers

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## Clarke's Patent Colt

*is decidedly the best Patent Leather made. It is a close fine-grained leather that is tanned by our special tannage, and is soft, pliable and non-crackable. It has a better finish than can possibly be put on a coarser grained leather, and it has a good, rich, bright lustre which it holds until worn out. You'll always have satisfaction with shoes made from CLARKE'S PATENT COLT, which is the only genuine Patent Colt Leather made in Canada.*

## Clarke's Patent Sides

*are always reliable and durable, and cut very economically. Have an elegant finish which they retain until worn out. CLARKE'S PATENT SIDES look better, wear better and are better than any other Patent Side Leather used in shoes.*

## Clarke's Glazed Kid

*a perfect leather, perfect black perfect grain, perfect finish and that makes perfect shoes. Always uniform and reliable. Made from No. 1 skins and only in black.*

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**A. R. CLARKE & CO. Limited**

**TORONTO, CANADA**

**Montreal Branch: 52 VICTORIA SQUARE, MONTREAL, P.Q.**

**P. A. DOIG, Manager**



# Shoe Salesmanship

## THE ENGLISH SHOP GIRL

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Shop assistants, as salespeople are called in England, occupy a much different position than those of this country both in regard to their duties and surroundings. The custom of "living in," which is a relic of the apprentice system, is still much in vogue, and most of the shop assistants are domiciled either in the establishments that employ them or in establishments close by. There has been a movement on foot in recent years to inaugurate a change in this system and strange to say most of the opposition to the innovation has come from salespeople themselves. In a discussion on this subject an English magazine thus describes the life of the average woman shop assistant:

As a rule her sleeping-room is not the long dormitory of popular imagination, but a simple little apartment containing three or four beds, sometimes only two. The old hand very frequently has a room to herself, thus enjoying perfect privacy. The apartment is, of course, very plainly furnished, there being generally a wash-stand to every two or three girls, each also possessing a third or fourth share in a chest of drawers (bureau). On rising, the young lady makes a careful toilet that has to last all day, taking special care that cuffs and collars are spotless, that jewelry is absent, and that her hair is arranged in a style that is at once neat and picturesque. At one time it was customary to have the most elaborate rules regarding the appearance, fines being levied for the most trifling offences. In the better class of London shops, however, these have been abolished. If a girl is frequently careless of her appearance it is considered wiser and more businesslike to tell her frankly that she is unsuited to an occupation wherein dress and pleasant manners are really more necessary than mental ability. Her toilet completed, the young lady takes care to push away into drawer or box any little ornament or knick-knack she possesses, as there is a strict rule against leaving anything about: whatever is found on the washstand or chest of drawers is considered as no longer wanted and, however good or new, taken away.

It is, as a rule, somewhat before eight o'clock when the young worker makes one of the first or second batch who are due at the breakfast room, which is frequently in the basement. Breakfast is French in its simplicity, consisting of bread-and-butter and tea, the cook heating or frying any little relish

which employes may choose to purchase out of their own earnings.

In certain shops food is allowed, and then the lot of the beginner, who as yet makes no salary, is not a very rosy one, for the shop assistant's life makes heavy drains on the nervous system and necessitates good nourishment. In establishments of any standing, however, the allowance system is unknown, two or even three helpings being permitted.

After a morning of some nerve strain, not to mention the muscular effort of lifting down heavy boxes, the assistant is ready for her mid-day meal, which consists of hot beef or mutton, with the choice of some cold meat, and two vegetables, followed by a pudding that varies from plain rice to marmalade duff or jam roly-poly. The menu is according to the day of the week and is the same summer and winter. One hour is allowed for its consumption, but a much shorter period for the slight afternoon refectation of tea and bread-and-butter, very rarely enlivened by jam or cress. Supper is an informal meal of bread-and-cheese, ale always on hand though seldom partaken of. To many reformers the absence of fruit is a serious defect in the menu, while others consider the heavy mid-day meal absurd in July and August, advocating that it should be transferred to the evening. The girls, however, are unaffectedly in favor of things as they are. "After our morning's work we need a square meal, whatever the weather, and in the evening we want to be out instead of wasting time at table." Between six and seven in a city shop, at nine or later if the establishment be suburban, the young lady employee is free to do as she will. By eleven she must be indoors again unless she has a theatre permit to remain out later—an indulgence which it is understood she must not ask too often.

The advantages claimed for the living-in system are its cheapness and protection to the girls themselves against the dangers of city or town life.

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MERCHANTS AND MANUFACTURERS' EXCHANGE OF NEW YORK.—Besides the shoe and leather exchange, and other departments, a furniture exchange is to be included in the more comprehensive enterprise when the new buildings are ready. Then approved methods that seem certain to be irresistably attractive to the buyers will be put in force. In the meantime satisfactory progress is being made with the buildings. The massive girders are believed to be the largest and to have the greatest carrying capacity of any employed since the era of protected steel construction was inaugurated. These enormous girders of wrought and riveted steel are supported by great metal pillars, and from these will rise an imposing example of the most approved form of modern construction.



BUCKSKIN MOCCASINS 49c

WOMEN'S SHOES... 29c... 69c... 79c... 69c... 49c... 45c... 95c

LADIES BOOTS



3.35

397 pair Ladies' Boots... 3.35... 2.98... 2.49... 1.98

JANUARY CUT PRICE SALE

Do you know what a January Cut Price Sale means at the Boston. It simply means this \$100,000.00 worth of Men's, Women's and Children's Boots, Shoes, Slippers and Rubbers, including Hockey Boots, Moccasins, Leggings, Spats, etc. is to be sacrificed.

EVERY ITEM A RED HOT BARGAIN--THE STORE THAT SAVES YOU MONEY

RUBBER BARGAINS

LADIES' RUBBERS... 49c... CHILDREN'S RUBBERS... 29c... MEN'S RUBBERS... 67c... 39c... 29c

OVERSHOES

OVERSHOES... \$1... 1.19... 2.98... 55c... 19c... 79c

MEN'S BOOTS



3.95

100 pair Men's Boots... 3.95... 3.35... 2.95... 2.49... 1.95



BARGAINS FROM THE 'NEW LEWIS'S'

Ladies' Gloves... The gloves illustrated are made from soft, selected skins. The prices represent a new standard of value for gloves.



Gold & Silver Shoes... Special attention is drawn to the prices quoted below. The quality is superior to the shoes sold elsewhere at the price.

BOSTON

TRUNKS BAGS SUIT-CASES AT 20% off

DURING OUR JANUARY DISCOUNT SALE Trunk and Bag Department 1st Floor up. GEO. G. GALES & CO. 481 St. Catherine St. W.

Just a few of our Fall and Winter Shoe Specials

Why they are special... First, our many years of experience... Second, we cut our profits as low as possible... MEN'S \$3.50 SPECIAL... BOYS' \$1.75 SPECIAL... LADIES' \$1.50 SPECIAL



Rubbers Reliable in Quality and Reasonable in Price

The T. Larsen Co., Ltd. 106 Granville Street Repairs While You Wait

We are starting the new year with VALUES IN SHOES... Everyone who wears shoes should be interested in what will hold good during the entire month of January.

PETERMANN SHOES

Real Reductions FROM OUR Standard Shoe Stock Prices. For Men this Week... For Women this Week... PETERMANN SHOES, Limited 517 St. Cath. West

JANUARY SALE

Willis & Co. THE SHOE STORE. Men's Rubbers... Women's Rubbers... White Kid Shoes... 517 St. Cath. West

LEWIS'S

In Bull Street, BIRMINGHAM. TELEPHONE 444 Central... R. McGiffin, 34 Bull Street

VERY SPECIAL

Gold and Silver Shoes... Special attention is drawn to the prices quoted below. The quality is superior to the shoes sold elsewhere at the price.

Satin Shoes.

Most boys are like Jack rabbit anyway... White Kid Shoes. VERY SPECIAL

White Kid Shoes.

White Kid, one bar dress shoe... Introduce him to a pair of 'Rough and Ready' shoes. They are not so dainty as some mothers would like to have them, but they'll stay with the boy the rest of the winter and befit to do 'chores' in during the summer.

Warm Gloves

Men's Fine Mocha Gloves... Heavy Mocha, lined white... R. McGiffin, 34 Bull Street

# Ads. and Advertising

The trained ad.-writer is, or should be, as familiar with the details of a piece of advertising as an engineer is with his engine. Defects are located in an instant. He knows at once whether the proper proportion of the different parts is observed, whether the type styles and illustrations are appropriate or not, or if too much or too little rule has been employed. He notes at a glance the advertising talk which brings out the selling points of the goods, cuts out superfluous wording unsparingly and reduces the whole to the maximum of efficiency for the space employed. The ad. man of experience knows that, like the engine, every part must be right or the whole mechanism may be thrown out of gear and be rendered useless. For instance, the best of copy would be ineffective if dressed in a poor selection of type and put together without any regard to arrangement or proportion. The height of an ad.-writer's art is to make an ad. stand out like a rose in a weed patch. Attractive advertising is the keynote to success. While there should be unity of plan in a campaign of advertising, there should also be variety, not only in the goods advertised, but in the arguments used, the illustrations and the method of appealing to the public.

One ad. man of considerable experience would classify advertising illustrations as follows: First—Pictures of the object to be sold. Second—Pictures showing the use of the article. Third—Allegorical or purely decorative designs, including comic illustrations. In the first class is included cuts which illustrate some quality or qualities of the goods, familiarity with which would lead to their selection when seen in a shop with other similar goods; and articles put up for the market in such striking packages as to be readily recognized. In the second class (pictures showing the use of the article) would be placed cuts which illustrate the comfort, convenience, wearing qualities or appearance of the goods. Many of the strongest hits made by the largest advertisers have been made along this line. Pictures of people, users of the article advertised, usually figure conspicuously in these. In the third class, where neither a picture of the article nor its use is shown, the idea generally is to attract attention by something extremely funny or sensational, or by an attempt at embellishment. The temptation here is to have the real purpose of the ad. lost in the decorations, and

## Attractive Advertising

## Notes on Illustration

results in this line of work often tempt the unsophisticated reader to wonder what is really for sale.

Whatever style of illustration may be used, it would be well to remember the fact that good ones should be employed or none at all. **Use Good Illustrations Only**—And remember that good drawings and engravings, like any other commodity of quality, are expensive. It seems strange that the men who advocate taking high-priced space, because of its quality, and securing high-priced ad.-writers, because of their quality, will endanger the success of the whole output by hunting up cheap artists and engravers to complete the work.

Ad. No. 1 is clean-cut and businesslike in appearance. More room would be preferable, but the ad. is one which would attract a reading anywhere. Points worthy of notice are the few type styles used, the skilful use of display headings, the good descriptions of the various lines and the way the names of the goods and the prices are brought out. Note also the use of illustrations to indicate the different departments.

No. 2 is neat in appearance and suggestive of what the ad. is about. This is indicated by the illustration as well as by the heading. This is an ad. which would secure the reader's attention at once.

No. 3 is an English ad. and an excellent specimen of boot and shoe and glove advertising. Note the good descriptions given of the various lines, also the effective use of prices. The cut of the store and the firm name stamp this idea on the reader's mind. The glove cut calls attention to an important and seasonable line attractively priced. Dignity and strength are added by the use of one or two type styles only.

No. 4 is an attractive and well-arranged rubber ad. The cut is appropriate and suggestive of stylish and serviceable goods.

No. 5 is good copy and is illustrated with a suitable cut. A suggestion to the printer is to tone down the fourth line somewhat. This would stand being set in a smaller face and still be left sufficiently prominent. The ad., generally speaking, is a model of concise information in an interesting form.

No. 6 is excellent copy. Good use is made of leaders and prices. The two last-mentioned features, however, could have been made to stand out somewhat better by using a slightly heavier face. This

would be an assistance to the eye in reading. The ad. has an excellent heading and is one which would be bound to produce results.

No. 7 is good copy and is appropriately illustrated. Suggestions for improvement are to make the heading larger, starting with a more concise expression as a leading phrase or catch-line. The names of the lines and prices in a slightly heavier face would also assist in reading.

No. 9 is A1 shoe copy and is neatly and attractively put together. An improvement would be to have something in the heading or the illustration which would be directly suggestive of shoes.

No. 10 is neat and effective in style and is set up in such a way as to be easily read.

A SPECIAL CANADIAN LINE.—Richard Young Co., with headquarters in New York, have for years been manufacturing specialties in the leather line with marked success. They are now manufacturing especially suitable for the Canadian trade, a line of their own patent kid that is giving splendid satisfaction. In kangaroo, for which they have always been headquarters, they are now turning out very large quantities of glazed which does not peel or scuff and a shoe made from it keeps its shape better than from any other stock. In this line, they are making a specialty of London smoke and black ooze kangaroo for tops of fine shoes. They also make a beautiful line of matt kid and cabrettas for tops of fine shoes, for which they have built up a large trade, owing to the fine deep, rich black and the strength of the skin. In addition to these lines, they are making very fine

lines of matt calf, sheep skins, skivers and fancy leather suitable for all purposes and of which they will gladly submit sample clippings and prices to any one interested.

NEW INVENTIONS.—A patent has recently been granted in England to Mr. M. Hoefler, of Arnstadt, Thuringen, Germany, for an invention relating to Botts, etc., the following brief description of which has been specially compiled for THE CANADIAN SHOE & LEATHER JOURNAL by G. Hughes, R.P.A., Editor of "Patents," 55-56 Chancery Lane, London, England. Uppers: waterproofing. An insertion of gutta-percha is placed between the material of the leg of a boot and its lining, and the boot is ironed to cause the three layers to consolidate into one piece. 19,703. Mr. W. F. Cropley, of 736 George Street, Sydney, Australia, has been granted a patent for boots, etc. Uppers: One or both of the instep straps of a bar shoe are provided with elastic insertions, which are hidden from view between the upper and the lining. Lateral movement of the strap is prevented by stitching.

READING NOTICE.—Dr. Wm. M. Scholl, president of the Scholl Mfg. Co., Toronto, makers of arch supports and foot-eazers, is spending a few days at their Canadian headquarters. This is going to be the biggest year we have ever had, as people are enlightened on the subject of foot supporting specialties and they are being demonstrated by nearly all shoe dealers everywhere. Dr. Scholl relates how he created a sale on a pair "Foot-Eazers" by the Pullman porter on the train coming in from Chicago—who noticed them in his shoes during the night. Next day he came around with smiles and asked what those springs were, stating he had tried them in his own shoes for a half hour and found instant relief. Shoe merchants, says he, will this year not only push the sale of arch supports but all findings, and the profits are always worth their while.

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

FINE WAX SPLITS In Calf, Kip and Sides

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

## OSHAWA                      CANADA                      MONTREAL



# Store and Window Display

One of the next popular holidays to arrive is that of St. Valentine's Day. This is an extremely suggestive of decorative designs. A very

**Trims for St. Valentine's Day** pretty and effective window trim for this occasion may be designed as follows:—Cut out about two dozen

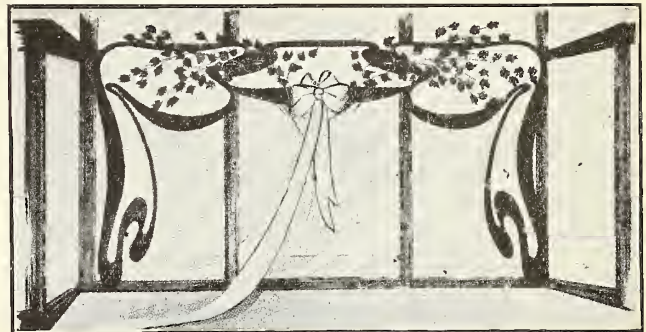
hearts, about six inches or so across, from a good quality of red cardboard. Get a quantity of narrow red ribbon, same color as the hearts and suspend the latter by means of single lengths running from the moulding which runs across the back of the window, letting these drop down in semi-circular fashion at both the back and the sides. To each of the larger hearts is suspended, by short lengths of red baby ribbon, some four or five small hearts, also cut out of red board. In the centre of the window and on or above the moulding have two large hearts of the same material as before. These are pierced by an arrow made of wood, feathered at one end and painted with bronze paint. This may be surmounted with a cupid if obtainable. In each corner of the window may be placed a tall vase with bunches of leafless twigs or branches in them. To each of these clusters a number of small hearts are attached. Another suggestion which can be worked out at small cost is one large red heart, about ten or twelve inches wide, made of red cardboard, as before, and lettered with the words "St. Valentine's Day." A cupid is suspended above this, or in the top of the window. A bit of oblique lattice-work is attached to the back of the window on each side. Small bouquets of red artificial flowers are attached where each strip intersects. A large bow of red ribbon with streamers reaching to the bottom of the window is tied at the extreme outside on each side.

On February 12th we have the anniversary of Lincoln's birthday. This grand old man of American politics is venerated the world over

**Anniversary Window Trims** for the part he took in the emancipation of the slaves on this continent and consequently would form a popular

subject for a memorial window. Trim in the centre of the window bottom and leaning against the back place a good picture or engraving of Lincoln surrounded by a laurel wreath tied with a bow of royal purple ribbon. This is a democratic country and royal purple is none too good for Lincoln. A large laurel wreath tied with ribbon as before may rest upon an easel to one side. The battle of Paardeburg,

Feb. 27th, may be celebrated by using the laurel wreath, as before, enclosing a picture of one of the generals or regiments taking part in the engagement. Longfellow's birthday occurs on the same date and may be commemorated as suggested above, or by getting up an Evangeline window or a Hiawatha window. For the former of these two, get a statuette of the heroine as a centre-piece. Pictures of Acadian scenes and floral decorations could also be used. For a Hiawatha window use a trim of birch bark for price tickets, for fixtures and in various ways, decor-



Suggestion for Spring Window

ating with Indian weapons and ceremonial objects if obtainable. An Indian statuette or bust should also be used as a centre-piece.

In response to inquiries regarding a possible market in the cities of Bohemia for window fixtures for shop displays, Consul J. I. Brittain, of Prague, states that the various merchants appear to be attached to their present methods. These he explains: The fixtures used consist principally of racks, arranged with projecting points, or long teeth, for the support of horizontal rods, made of brass or nickel plated. These rods may be adjusted to rest at various distances apart. Another popular method for displaying merchandise is by placing plate-glass shelves in the windows, resting on artistic metal frames, brass or nickel plated. For shoes the shelves are placed at an angle of about 30 degrees, to show the footwear to good advantage. The shopkeeper takes great pride in having his window dressed in an attractive manner and the glass perfectly clean at all times, no matter how small the shop or how small the city. Frequently the greater part of the stock of merchandise is displayed in the windows of the smaller

shops. It is much less difficult to make attractive displays here than in American stores, as windows open outward on hinges. Even heavy plate glass windows, 10 to 15 feet square, are so arranged and dressed from the street, instead of from the inside, as in America. The large windows are usually arranged in the morning before many pedestrians are on the streets. The wall space between shops is frequently rented by owners of adjoining stores and arranged to appear like windows, giving the appearance of being a large shop. When one wishes to examine an article displayed in a window the proprietor or clerk goes to the street with a key, unlocks the window, and takes out the article, then locks his window again.

**BLAZE IN SHOE FACTORY.**—Four thousand dollars damage was caused by fire, which broke out in the shoe factory of Ald. E. Guay, 230 St. Margaret Street, St. Henry, at two a.m. on Jan. 5th. After about twenty minutes hard work the fire was got under control. The outbreak is supposed to have been started by sparks from a large boiler.

**MERCHANTS' RUBBER CO. CALENDAR.**—An extremely handsome calendar is that issued by the Merchants' Rubber Co., Berlin, Ontario. It is not only good advertising, but is acceptable from an artistic point of view. It portrays an Indian who, tired of the monotony of the reservation, or perhaps through some graver and more potent cause, has deserted from the parental care which a beneficent government bestows on its Indian wards, is an incident not uncommon amongst the natives of our great west: by means of the careful supervision exercised by the North West Mounted Police a refractory Indian is soon rounded up and returned to his reservation to be dealt with in accordance with the nature of his misdemeanor. The artist, Mr. A. Hider, is well-known as a portrayer of western life.

**SOVEREIGN SHOE CO.**—In wandering about town a few days ago, a representative of the SHOE AND LEATHER JOURNAL dropped in to see the Sovereign Shoe Co. of Toronto. Having accepted an invitation, through the courtesy of Mr. H. B. Pollock, the manager, to inspect the factory, the latter assigned Mr. E. R. Boyd, the superintendent, to conduct the writer through the various departments. The factory is equipped with the most modern up-to-date machinery. This firm is specializing on the making of men's Goodyear welt shoes only. They make a special line of men's shoes to retail at \$4.00 and \$5.00. While I saw these samples in the sample room, which had the appearance of being first class and well made—nice, snappy lasts, and well finished, my opinion was confirmed when I saw these goods in the various stages of manufacture—from cutting the skins, to the boxing of the finished product. Every skin is subjected to the closest inspection in cutting; uppers are sewn with silk; box toes and counters are solid sole leather, and nothing but oak soles are employed in the manufacture of these goods. Probably one of the most interesting lines which took my attention is that of guaranteed patent colts, which the firm is now ready to introduce to the trade. Any skepticism which I may have entertained in regard to the sincerity of guaranteed patent leather was removed after having seen several pieces of this leather subjected to the most severe tests, and made good under treatment far beyond what is expected of any patent leather. The Sovereign Shoe Co. has secured the control for Canada of "Puritan Colt." It is made from small fine colt skins tanned by the new chrome process. This line retails at \$5.00, costing \$3.60, and will be a prominent line in the Sovereign Shoe Co.'s samples next season, and those who secure the agency for this line will certainly have a big pull in the trade of patent leathers for men's wear. Every pair is guaranteed.

## Ask Your Jobber

**MEN'S, WOMEN'S  
and LITTLE GENTS'**

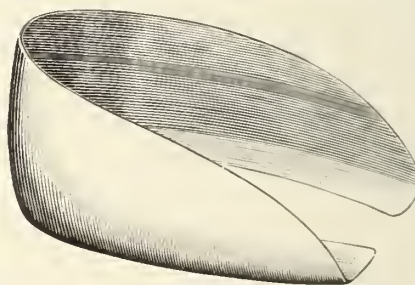
IN

## McKays and Turns

☞ We are making a specially fine line which it will pay you to get next to.

## AIRD & SON

583 - 585 St. Timothy St.  
MONTREAL, P. Q.



### ALWAYS ON HAND

Red and Grey  
Heel Stock

Also all kinds  
of Flexible Inner  
Sole as  
Chrome Tan  
Split, Veneer,  
and Duck Inner  
Soling.

Please write  
for Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds.**  
230 St. Marguerite St. - MONTREAL, P.Q.

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of every Description for

**Leather, Rubber, Paper, Cloth,  
ETC.**

**Honest Values at Honest Prices.  
All Work Warranted.**

## Dominion Die Co.

114 Delorimier Ave., Montreal, Que.

Phone E 3778



# Rubber Footwear

Things picked up considerably during the past month in the rubber realm. The manufacturers have been busy with orders and will be kept on the go for some time to complete contracts. They speak most hopefully of the coming season, although it is the opinion of some that there are breakers ahead. There are always a few on the look-out for trouble, and it usually comes the way of the man who is looking for it. That rubbers will be advanced in price there need be little doubt. The market is strong and still advancing. Notwithstanding this fact there are those who persist in cutting prices to a barely living profit. The retail trade has been good during the past month, the wet and changeable weather being particularly favorable. The indications are that the season will turn out much better than was at first anticipated.

## Trade Outlook

At a meeting of the rubber jobbers, held in Montreal on the 18th of January, the rubber situation was pretty thoroughly discussed, the concensus of opinion being that a further advance should be made in the price of rubber footwear, but no definite action was taken in the matter of fixing the amount of such advance. This increase is to meet the present conditions of the crude rubber market. A price list is now in course of preparation to cover next fall's deliveries, and it is thought that prices may be modified. The list will not be ready until about the first of March. Whilst the market dropped about fifty cents from the highest point reached a few months ago, yet an upward tendency has again set in, and just where prices may go up to is hard to conjecture. This will no doubt have much to do with the fixing of the rate for next season.

## Rubber Jobbers

The past month has witnessed a smart advance in the raw rubber market, as predicted in our last report. In an interview with a large consumer our representative was informed that there was likely to be a still greater advance owing to the varied interests which are now extensive users of rubber. The automobile industry was cited as an instance of comparatively recent development, and it is something enormous the amount of rubber it takes to sup-

## Market Conditions

ply the demands of this industry alone. It is because of this and other demands that the market rules so strong. The receipts are only fair and no accumulation is said to be taking place. The talk of combines controlling the output of the Amazon forests and other sources of supply would seem to be utterly without foundation when viewed in this light. As we have before stated, it is purely owing to the increased demand that prices have been so firm. The law of supply and demand is the controlling influence on the market. At a recent auction in Antwerp, Ceylons and Africans showed remarkable strength, the former advancing eight per cent. and the latter twenty-five per cent. on previous figures. The outlook favors a still stronger market. Up-river fine Para is bringing \$1.87 with all other grades proportionately advanced.

"I cannot see why there should be such an unusual advance in the price of crude rubber, neither do I see why rubber footwear should be so materially advanced in price," said a dealer who handles a good many pairs of rubbers in the year.

## Contributory Helps

"It appears to me that with all the modern appliances in manufacture as well as all the improved transportation facilities, to say nothing of the cheapness of native labor on the plantations and in the forests, that rubber should be very much cheaper instead of dearer." Now, it would not do to say that there was no reason in such argument, for there is a certain amount of truth in what the dealer says, but it is a decidedly narrow view of the situation. There are many other things to be taken into account besides the points referred to. Almost everything that enters into the manufacture of rubber footwear has advanced during the past few months, particularly has cotton risen to a mark never known before. Then labor is a big item, and though laborers in the forests may not be receiving greatly advanced wages, yet the factory artisans are receiving much higher wages than a few years ago. Then crude rubber has about doubled in price within a comparatively short period, which furnishes ample ground for advanced rates. The demand which has been created for rubber in many mechanical lines has had a strengthening tendency, and taken altogether these furnish data which makes an advance quite justifiable.



# MAPLE LEAF RUBBERS



You  
Are  
Looking  
For  
Best  
Quality,  
You  
Will  
Find  
It  
In  
The  
Reliable  
Maple  
Leaf  
Brand

Always  
Give  
Perfect  
Satisfaction  
To the  
Wearer

Maple  
Leaf  
Rubbers  
Are  
Stylish,  
Take  
Well,  
Fit  
Well,  
Wear  
Well,  
Sell  
Well  
And  
Pay  
Well

SEND FOR CATALOGUE AND PRICE LIST



The Maple Leaf  
Rubber Co. Limited  
PORT DALHOUSIE - ONTARIO





# On the Road

The traveling man is a big factor in a nation's prosperity. He is the one herald who touches all points with his cheer and spreads the gospel of good times throughout the land. But he does not always receive the respect that is due him.

## Treat Him Squarely

How do you treat the traveling man? Do you apply the golden rule to your conduct with him? If not, why not? The traveling man has a hard job. He must get business to hold his job. The only way he can get it is for the merchant to give it to him. It is not, of course, the province of the merchant to see that the traveler gets enough business to pay his salary. The merchant, individually, is not responsible for this. The traveling man does not accept business out of charity. But the merchant must have certain goods. There are other lines which it would probably be to his advantage to have. So it is his duty to give ear to every traveling man that comes in. He need not spend a half day or half an hour with each one, but it is his business—to say nothing of courtesy—to listen to the traveling man. And to do it as promptly as possible, also. The traveler likely has other men to see in the town beside yourself, and has to make a certain train, so it is only decent to give him his turn with the customers, and either give him an answer or make an appointment with him at some other time. The traveling man has feelings, as well as any of us, although he may often have to conceal them carefully.

An English publication, "On the Road," comments on the questionable manner in which some firms discharge their travelers because business happens to be a little slack. The article continues:—"It is only natural that firms employing commercial travelers should, in times of bad trade, endeavor to economize in every direction, but it is a very questionable policy on the part of employers to discharge their representatives under circumstances, yet this is often done, although the traveler may have, in good times and for a series of years, been doing a big business. The traveler, be he ever so energetic, ever so trustworthy, and ever so well respected by his customers, is quite unable to make good business whilst his customers are passing through a period of bad trade. From an employer's point of view we have said that it is a questionable policy to discharge their travelers because they are unable to do the same volume of trade in the bad times as they have hitherto done in the good times, and so we think it is, as the

traveler, generally respected by his customers, is in a position to divert at least a fair proportion of the trade connected with his ground, as these firms very often soon find out, especially if the new representative is fresh on the ground and has no standing with the customers. There can be nothing but pity for the man who, getting on in years, has given 10, 20 and often many more of the best years of his life to the service of a firm, and whose business he has been largely instrumental in developing should be, as many have been, discharged for no other reason than that they have been unable to keep up to their returns of the good years during the period of depression. The writer has in mind the case of a gentleman who, after upwards of 40 years' faithful service, was cast aside like an old shoe by a company which had risen from a small beginning to one of the most prominent in an important industry. Who would say that it would be unreasonable, unfair, or anything but justice, under such circumstances, if the offending firm should be compelled by a Court of Law to grant such a traveler some compensation as his share of the brains and energy he had executed in the development of the business?

A good story is going the rounds about a drummer and a pretty waitress. It happened in a city not more than a thousand miles from Hamilton, Ont. The traveler was one of those very dainty little chaps, with curly hair of auburn hue about his ears, but none on the top of his pate. Here is what happened according to the report:—The dapper little traveling man glanced at the menu and then looked at the pretty waitress. "Nice day, little one," he began. "Yes, it is," she answered, "and so was yesterday, and my name is Ella, and I know I'm a little peach, and have pretty blue eyes, and I've been here quite a while and like the place, and I don't think I'm too nice a girl to be working in a hotel; if I did I'd quit my job, and my wages are satisfactory; and I don't know if there is a show or dance in town to-night, and if there is I shall not go with you, and I'm from the country, and I'm a respectable girl, and my brother is cook in this hotel, and he weighs 200 pounds, and last week he wiped up this dining-room floor with a fresh \$50-a-month traveling man who tried to make a date with me. Now, what'll you have?" The dapper little traveling man said he was not very hungry, and a cup of coffee and some hot cakes would do.

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

---

## UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique -

MONTREAL, QUE.

# Gloves and Mitts

The situation in the kid glove trade is considered somewhat threatening at the present time. It is quite generally expected that deliveries will be uncertain and that prices on repeat orders will advance very considerable. The causes conducing to this condition are said to be the higher price of leather, the increase in American orders and the scarcity of workmen, who were diverted into other trades some time ago when the glove trade in Europe experienced a slump or decline. Large retailers are said to have ordered heavily for spring in view of the conditions mentioned, although wholesalers state that on the whole the volume of trade is not exceptional. It is thought that in some cases, at least, Easter trade will be hampered as importers have already refused to accept further orders for that delivery. The French treaty, which is expected to come into force early in the present year, will mean a reduction of 5 per cent. on the customs duties for this class of goods. A large demand has been experienced in white gloves for Easter, with fancy colors small in quantity, blacks in good numbers and tans in the usual quantities. Chamois gloves are growing in popularity. Imitations of these have appeared in fabric gloves. Suedes are also popular. Heavy silk gloves for men and women will probably be called for, a very warm and comfortable glove of this kind has a cashmere lining. Men's heavy lines of gloves and mitts for next fall will be on the road at present and a good season is anticipated. An improvement in quality as well as variety is noted. Prices in these lines have also advanced to some extent in keeping with the higher prices of leather, etc. There is said to be an increased demand for Canadian-made goods. There is a reason for this.

In commerce certain special words are employed, either by custom or by tacit agreement, to designate the different kinds of glove leathers. Beyond this point of view they either mean nothing or else something totally different, remarks a glove authority. Ordinarily it is not hard to explain the origin of these words. The principal ones are "kid" (or chevreau), "cape," "Mocha" and "Suede." The term "kid gloves" is so often wrongly applied by the public at the present time that it has lost the greater part of its meaning, which has been so greatly extended that it has been necessary to find another word to

## Among the Trade

designate leather made from real kid skin, i.e., from kids less than six months' old. These are now called "real kid." Formerly glove kid came from goats raised by the mountaineers of southern Europe; but nowadays many other countries furnish it. It is comparatively scarce and its price is now very high compared with what it was a few years ago. "Cape" kid is at present made from strong lamb skins, and from it are made almost all the ordinary quality of gloves. It is usually dyed on both sides. Originally the name was given to skins coming from South Africa, but it now extends to skins of similar class whether they come from the Cape or elsewhere. Mocha is used for the finer class of gloves, but there are many different grades. It is made from the skin of a race of sheep called "Gomolea," which is a cross between a sheep and a goat, originally raised in the mountains of Asia Minor. Wherever the skin now comes from it is too thick in its natural condition for making gloves, so that in finishing the grain is buffed off, leaving an exquisitely soft surface. The name "Mocha" comes from the port from which the skins were at first shipped. The term "Suede" applied to gloves relates to the mode of tanning and finishing and not to any special quality of the leather. There is nothing that really connects the leather with Sweden. When it was found that a skin was too much damaged on the grain side to be used for ordinary glove leather, the grain as taken off—the skin was "sueded," so to speak—for this removal of the grain is what makes the leather "Suede." It produces a very soft, velvety leather; and when it was first introduced it pleased the public so well that now they have to treat sound skins the same way in order to supply the demand. It should be noted that this process gives an excellent and much sought-after article even when made from defective skins. Another advantage is that the leather may be finished on either side, since the grain no longer exists. Skins that preserve the grain are ordinarily used for lined gloves, as the grain gives a leather of greater firmness. This finish is also used for kid, lamb and sheep skins. The heavy "buckskin" gloves worn by coachmen, chaffeurs, etc., are usually made of goat or deer-skins, which are too heavy for fine goods. "Reindeer" (or renne) does not designate a quality of leather, but merely the color, since all shades of maroon are called "renne," and a maroon mocha is known as "renne" mocha.

LAYS BURGLAR OUT.—With a good stout stick in his hand, Xavier Boyer, proprietor of a shoe factory at 611 Beaudry Street, Montreal, waited on the ground floor of this establishment last night for the burglars who had already visited him on several occasions of late. He had not been waiting long when he was startled by the sound of a raising window; then he noticed a sash fly up and a man's head appear inside. Boyer moved stealthily to the window and dealt the intruder a blow on the head with his stick, which rendered him unconscious. He then telephoned for the police and the stranger was identified and placed under arrest. He proved to be a former employe. He insisted that he was only returning to get a pair of boots he had left at the factory.

IN STOCK  
RITCHIE SPECIAL  
No. 6148.



Ladies' Patent Pump. Unequalled in value and style. Carried in stock. Price, \$1.80.

GEO. E. BOULTER CO., LIMITED  
TORONTO.

IN PRAISE OF GUM SHOES.—The overshoe is doing an enormous amount of good, especially among children, in protecting the body against the chilling that results in colds, sore throats, chronic catarrhs and the like. It is not the mere getting the feet wet that is harmful. It is the prolonged evaporation of water from shoes and stockings that does the mischief. The evaporation reduces the temperature about the soles of the feet many degrees below the temperature of the surrounding air, just as a wet bulb thermometer registers lower than a dry one. In fact, the warmer and drier the air by which the body is surrounded the more rapid the evaporation and the lower the temperature. Also, the thicker the soles of the shoes the more water is taken up and the longer the evaporation goes on, so that thick soles do not take the place of a covering of gum, which keeps the water away completely. This evaporation and consequent continued lower temperature goes on, especially in the house, when the rest of the body is in comparative comfort and the nervous system relaxed. Wet shoes indoors are worse than wet shoes out of doors. Some people can stand this prolonged unbalancing of environment, but it takes a pretty vigorous make-up to do so. It might be added that the wearing of overshoes that cover a larger portion of the foot when one is indoors is not a good thing.—*Dictatic and Hygienic Gazette.*

FIRE IN BOSTON SHOE STORE.—Nearly fifteen thousand dollars worth of boots and shoes and rubbers were destroyed early on Jan. 6th, by a fire in the Boston Shoe Store, 106 Yonge Street, Toronto. The fire started in the front part of the cellar, it is supposed from defective wiring. The building, which is owned by Mr. Lawrence Solman, was damaged to the extent of about \$1,500. All the damage is covered by insurance.

W. C. NEWTON ESTATE.—The assets of the estate of W. C. Newton, a retail boot and shoe dealer on College Street, just west of Spadina avenue, Toronto, who recently assigned to E. R. C. Clarkson, will total about \$4,500.—*Globe.*

# MULE

If you cut "Split" Gloves and Mittens don't forget the  
P. & V. Lines.

Largest Tanners, widest range of colors, most uniformly  
selected and always soft.

TRY SAMPLE DOZENS

PFISTER & VOGEL LEATHER CO.

MILWAUKEE - WIS.

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PARIS, FRANCE

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# Leather Goods

Take 135 parts gutter-percha and 80 parts sulphuret of carbon and dissolve in 60 parts ether. This will give a cement that is water-proof, and leather to which it is applied will not come apart. To apply it, feather off the edges of the leather and rasp them, then apply a coat all over the surface to be joined, let this dry in the air and give another coat, letting it dry also. Then warm the pieces to be joined, but do not expose to a flame; place the pieces together and hold them in place with some heavy article till set. Remove any excess of cement with a knife, and when polished the joint will hardly be visible.

**Handy Cement for Leather**

The wardrobe has evidently come to stay and has made a place for itself no less by its convenience than by the durability, lightness and neat appearance secured by increased attention to construction and the demands of the trade. The following summary of styles in this line is given in Trunks, leather Goods and Umbrellas:—An epoch in trunk building, unequalled in American industry, marks the first decade of the twentieth century. The season of 1910, as indicated by sample lines now ready for inspection, opens with the most varied and extensive showing of novelties and special features, as well as refinement in staple styles, ever offered for the convenience of travelers. Originally, and for a number of years, the wardrobe was confined to practically one style. It was a woman's trunk because of the greater need for a wardrobe feature in traveling trunks. Later on, a demand arose for different interior construction adapted more specially to the requirements of male travelers and two styles became standard. As the trunk grew in favor, makers saw an opportunity for profitable business on accessories and smaller sizes, adapted for short trips or special apparel, appeared. The "Pony," somewhat smaller than the regular wardrobe, became a new and distinct member of the family. Then came the "Baby" and the "Midget," more diminutive, yet providing all the conveniences and compartments necessary for a complete though limited traveling outfit. As a natural sequence in the evolution we also have the wardrobe steamer, a trunk that during the past year was conspicuously brought to the trade's attention by several concerns who designed them along new and, in some instances, radical lines. It is not many years since a wardrobe trunk was regarded as a novelty of uncertain or limited value in

its general commercial influence. Most manufacturers did not consider its future of sufficient importance to warrant more than passing attention. About six years ago the wardrobe became a factor of increasing importance in the wholesale trade. Several makers had previously introduced wardrobes intended for the popular trade, but they were rather crude and the public did not take very kindly to the cheap imitations of the original "Innovation" which was always a high-grade article. Sales were limited and dealers regarded the new goods indifferently. Wardrobe evolution has created numerous divergent styles in construction, but something like standardization has been crystallizing during the past few years. In the extension of manufacture and its adoption in the lines of prominent concerns, variation of design must necessarily follow, but it is significant that nearly all follow the accepted lines of those makes which have, during the past few years, attained widest popularity. This evolutionary process has almost eliminated the original door construction. For the season of 1910 there are three distinct classes or forms of wardrobe trunks. These are the open-in-the-middle, single door, and double door. While there are numerous variations in hangers, drawers, partitions and other interior constructions, these styles represent the standards which will undoubtedly become permanent. Leather binding is almost passe, the clever coloring of fibre, imitating leather shades, offering unusual opportunities for substitution without detracting from either beauty or durability. In some of the new goods it is impossible, without close inspection, to detect the difference, so realistic is the color effect on fibre. A similar improvement in treatment applies to mottled rawhide effects. The coloring and markings, in many instances, are close replicas of real rawhide, although there are many inferior productions, and unless the imitation is good, plain fibre should be given the preference. Steel and iron will be less used for binding, fibre and rawhide having been substituted in many of the well-known lines as providing a more attractive and equally durable edging for a trunk.

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UTZ & DUNN CATALOGUE.—One of the most artistic catalogues of the season is that of Messrs. Utz & Dunn, Rochester, New York. This is well printed on a good quality of paper and is illustrated with a large number of well-executed half-tones, showing some of the firm's leading lines. These are characterized by style and gracefulness of outline, are free from faddishness and contain all the good things in women's boots, shoes, ties, pumps, etc.; also misses' and children's lines.

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Put up in Black and Russet

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WATERPROOF  
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BRIGHT  
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WATERPROOF Shine

It is the Largest 10c Box Made

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on the market

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ing. A 10c Liquid Self  
Polisher. There is a  
good demand for a  
Cheap Dressing.



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Keeps the leather soft  
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Combination Dressing  
Pony Size  
Similar to our Large  
Combination In Quality  
In All Colors

**L. H. PACKARD & CO. Ltd., MONTREAL**

Manufacturers of HIGH  
CLASS SHOE POLISHES

# With the Manufacturer

In some circles the opening month of the year is rather quiet, and advantage is taken of the lull to take stock and clean up a bit. With the manufacturers, however, there is a fair amount of activity as spring goods are being hurried up in order that early shipments may be made. The year has opened with a most optimistic outlook and there is very little complaining heard. The wholesalers and jobbers are having it a little easy just now, but a fair amount of sorting is being done. Conditions in the Maritime Provinces are reported as most satisfactory for so early in the year, and the trade generally are looking forward to a splendid season. The Northwest still keeps up its reputation for business activity and knowing ones say that the year upon which we have just entered will be one of the best in the history of the Prairie Provinces. Collections are not as good as they might be, but they might be a great deal worse, and some take consolation out of that fact.

The elections are the all-absorbing topic in Great Britain, so much so that nearly everything else is lost sight of in the prevailing excitement. Free Trade and Tariff Reform (or Protection as some interpret it) are battling to the death, and it looks as though the great manufacturing centres are not yet prepared to forego their allegiance to free trade. All parties seem agreed that the Lords should be clipped of their vetoing power, so that the struggle has really turned on the fiscal problem of free trade or protection. A Leicester correspondent of the Shoe and Leather Record refers to conditions in that great industrial centre as follows:—"At a time when nobody is discussing anything but the relative merits of Free Trade and Tariff Reform, and when the general excitement incidental to the approaching Parliamentary election is so great that very few business people know whether they are making a larger or smaller turnover than usual, the question of the prevailing state of trade possesses, I am afraid, very little interest. I shall, therefore, dismiss the subject after stating that it would be difficult, if not impossible, to find a single boot manufacturer in the town who was not running his factory on full time. The local factors and multiple shop firms are also reporting a generally satisfactory state of trade, while those engaged in the leather trade have quite a different story, to tell though there is a disposition to look forward hope-

fully to the time when the election shall have become a matter of history."

Where does the fault lie for running over at the heels. Very few would attribute it to faulty manufacture. There are many things in the shoe trade in regard to which false ideas prevail and running over at the heels is one of them. It must be observed with regret that even many of the craft do not recognize the real cause of this trouble. The wearing of the shoe heel itself on one side or the other is not a very important matter, and is often due to poor material or bad construction of the heel. Much more important is it to have the counter break over, either on the inside or outside. The cause of this is almost always in the insufficient width of the inner heel of the shoe. It is not enough to have sufficient circumference of the heel—the proper width should also be there, for the heel of the foot is much more solid and firm than other parts of the foot and is much less affected by compression, so that if a shoe with too narrow heel is worn, the foot must make room for itself, with the result that the counter gives way on its weakest side. The surprising thing about it is that the blame is laid on the foot, when the fault lies in the shoe. We know customers whose feet would naturally take a number seven shoe, but who cannot wear them for the reason that the heels are too narrow, even with wide lasts. It would seem that in many factories the heels of the various widths are not increased proportionately with the body of the last. Lasts should be used that give the proper width. Besides narrow heels, however, there are other causes for running over at the heels. One is a natural malformation of the foot in some individuals. This can only be remedied by specially made shoes to measure, with proper study of the special peculiarity of the foot. Another thing often blamed is the employment of too light counters on the shoes; but this will seldom be the cause if the shoe fits properly. It is a mistake to think that where the foot is inclined to wear the heel to one side it can be cured by building up this side higher than the other; this only aggravates the trouble. It may be asked, what can the retail dealer who comes in direct contact with the customers, do about it? In the first place when he notices that a customer has his shoes run over the heels he would examine carefully for the cause, so that he can advise his customer what he needs. If he finds, as will generally be the case, that the counters are broken

## Business Conditions

## English Conditions

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**THE R. M. BEAL LEATHER CO., Limited**  
LINDSAY, ONT.

down he should ask his manufacturer to use wider heeled lasts. The latter, we think, should devote more attention to this point. If few complaints have reached his ears, it is because the wearers seldom have dealings direct with them, and they are often led to think the fault is their own.

### ADVISE HIGHER PRICES FOR SHOES.

Two very important conventions were held during the past month. The first was that of the National Boot and Shoe Association, which convened in New York on Jan. 12th, and the other was a large gathering of prominent representatives of the hide, leather and shoe industries of the United States, which met under the auspices of the National Shoe Wholesalers' Association in Boston, Mass., on the 15th of January.

The hide and leather situation was thoroughly discussed and both gatherings put themselves on record. The National Boot and Shoe Manufacturers' Association passed the following resolution:—

Whereas, the extreme advances which have taken place during the past two years in all materials entering into the manufacture of shoes render it imperative at this time that a re-adjustment of values should be made in all the various lines and grades of shoes now manufactured, therefore be it

Resolved. That this association urges its members, and the trade at large, to fully maintain and, where possible, improve their present standards of quality, adding, where necessary or possible, sufficient values to each line to make it rightly worth the price representing the next higher grade.

Recognizing, as we do, our measure of responsibility to our customers for the protection of their necessary percentage of profit, and realizing that the recent advances, a portion of which they have already paid, have diminished profits almost to the vanishing point, we therefore urge all manufacturers in the re-adjustments to be made to so adjust prices that the nominal and necessary percentage of profit is secured to the dealer, and the utmost possible value guaranteed to the consumer.

We take this opportunity of cautioning our members, and the trade generally, against any attempt at lowering the standards of quality for the purpose of producing shoes at former prices. The advance in the cost of all materials which has already taken place is so extreme that any attempt to meet it in this manner is sure to result in disaster to manufacturer, dealer and consumer alike.

As a result of the large and influential convention held at Boston, the following statements embodying their conclusions is made to the trade and general public:—

First.—That the existing high level of prices for leather and other materials, compels a general readjustment of prices for all grades of footwear.

Second.—That the only course open to the manufacturer, who has a due regard for the interests of the dealer and consumer alike, is, so to adjust the new price as to permit the addition to each grade as it is built up, of such material value as will compensate the wearer, as far as possible, for the increased cost.

We congratulate the trade and country at large on the repeal of the duty on hides, which insures to our tanners and manufacturers the world's level of prices for our raw material, and the resulting stability of our markets. The favorable effect of the removal of this tax is apparent in the steadiness of sole leather prices, which are to-day practically the same as one year ago, while calfskins and other raw materials which were not involved in the tariff changes, have advanced under the operation of the law of supply and demand, to highest recorded prices. It

is obvious that if this tax had not been repealed, the prices of sole leather would have advanced in full proportion with other classes of leather, and much greater advances in the prices of shoes would now have been necessary.

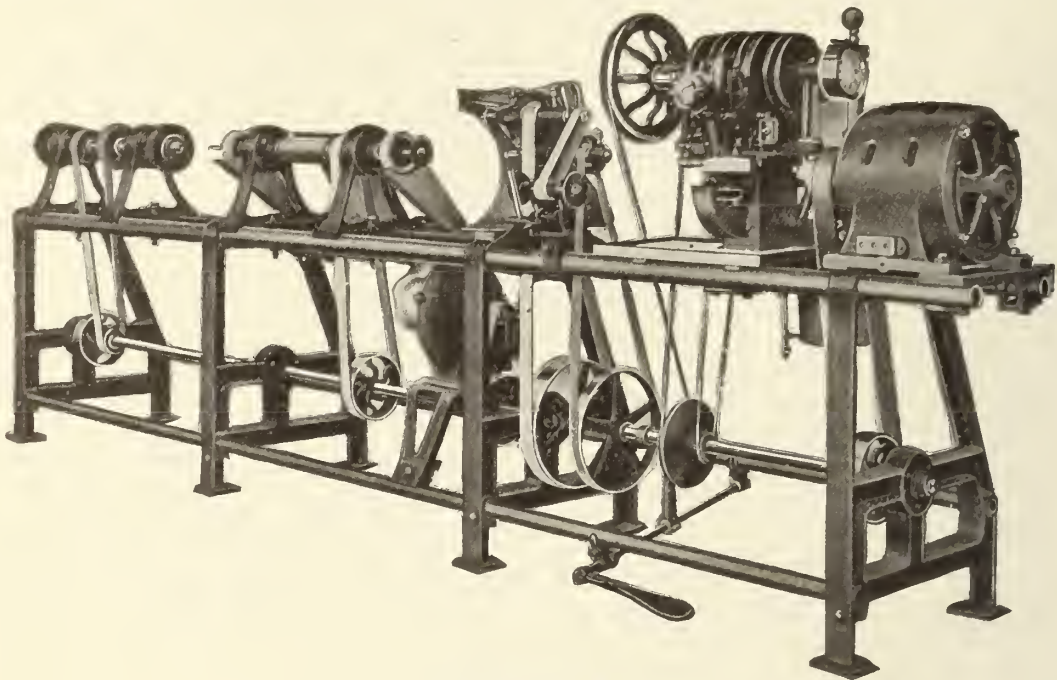
In addition to the foregoing, the same worldwide economic conditions which have brought about advancing prices of practically all commodities, include in their operation hide, leather and shoe prices. This necessitates, for the protection of the consumer in the quality of his footwear, an advance in price equivalent to the increased cost of material.

### NEW INVENTIONS.

A patent has recently been granted to Mr. W. H. Hooper, of Mass., U.S.A.; for an invention relating to sewing machines for making boots, etc. The following brief description of which has been specially compiled for The Canadian Shoe and Leather Journal by G. Hughes, editor of R.P.A. "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks. 18761—Boot sole sewing machines. A pipe conveys water from a tank to a nozzle in the channel guide for the purpose of moistening the channel. The water supply is controlled by a cock which is connected to a bell-crank lever operable through a rod by a treadle. The machine is provided with a stop-gear of the kind in which the machine is brought to rest by causing it to wind up a volute spring and thereafter the spring is allowed to turn the machine in the reverse direction through part of a revolution to bring the machine to a predetermined position in which a ratchet tooth contacts with the stop-finger. A link connected to the bell-crank lever rests upon a snail-cam which in the normal running of the machine rotates idly under the lever. In the reverse motion, however, the radial edge positively engages the toe of the link and throws the link to the left and so closes the cock. In this movement the link is thrown clear of the edge and the parts are so arranged that, if the link is moved back into contact with the edge of the cock is partly opened. In this way a supply of water is obtainable prior to starting the machine.

A patent has recently been granted in England to Mr. S. Keats, of Fortuna Machine Co., Deacon St., Leicester, for an invention relating to cutting machines for leather, etc. In treating the edges of leather and like material prior to turning them over to obtain a neat finish, the edges are so skived that a shoulder, ridge, groove, or similar limiting mark is produced in the skived portion, this mark forming a guide along which the material is subsequently folded. The invention is particularly applicable to treating the edges of boot and shoe uppers. The underside of the sheet is reduced at the edge and is grooved so that the portion will fold along the groove, giving the finished edge. This is affected by a presser-foot and a rotary cutter, the foot having a projection to form the reduced edge and an adjustable tooth which may be locked by a screw to press out a ridge, the removal of which produces the channel.

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☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

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# Leather and Findings

The hide market has been very quiet during the last month with a consequent easing of figures. The receipts are light and those coming in are in fair condition. The tanners are showing no particular disposition to buy, having, so they say, sufficient in hand to carry them for some time. The dealers, on the other hand, are in no way anxious to push sales out of legitimate channels by making any concessions in order to induce buying. There is scarcely any accumulation taking place. The tanners hope by holding off to force prices down, but such a thing is not likely to happen. When asked if he thought the "meat" boycott would affect the "kill" and thus reduce the receipts of hides and stimulate prices, a leading dealer laughed heartily. The outlook favors a steady market at current prices.

## Hide Conditions

The present political crisis in England has had a quieting influence on the leather trade as well as business generally. The market has continued steady with firm prices. The Shoe and Leather Record gives the following report of the Bermondsey leather market:—"A strong tendency to buy with a steady tone in values is the feature of the week's business in leather in this centre. All sections of the consuming division are finding they have needs to cover which are more urgent now that delivery orders are coming in, and there is every sign that as soon as the election is over we are likely to have a brisk demand for leather all round, and possibly some further hardening in prices, especially as raw hides are going up again each week. There appears to be no sign of American operations ceasing in our hide markets yet for some time, as they are now bidding up for the best classes in addition to the ordinary selections such are usually shipped. It all means starving the English tanner and keeping our supplies short during the next year. Some tanners have only half the stock in work they usually have; others not over two-thirds. The out-turn of sole leather especially will therefore be restricted for several months to come. There are no stocks of finished leather to fall back upon either! All such stocks were cleared up two or three months ago. In addition to this, there is the increasing demand for export, which comes along now in a marked fashion each week, and is having quite an appreciable effect on supplies. It is not all for America; a good many orders are coming from South Africa—perhaps

more than at any time since the war. The development of the country is proceeding rapidly, the mining industry has got a big spurt on, and other industrial conditions are favorable. We cannot, therefore, ignore the fact that while this increased export trade is about the home shoe manufacturer will be asked to pay full to even more money for his leather."

"Trade is good in all lines" was the response which our representative received from a prominent

## Leather

leather man when questioned as to the condition of the leather market. Prices have remained about as last reported, but the tendency is to strengthen rather than otherwise. The call for sole leather in the lighter and medium grades still continues active, with a fair demand for heavy grades. Patent leather is very much in demand because of the increasing quantities which are being consumed in the manufacture of boots and shoes. Colored leathers have sold quite freely, especially browns and tans, although the shades called for are most varied. The same holds good in fancy leathers, which are not only firm in price but are much in evidence for many lines of manufacture. Trade generally is reported good. From the Maritime Provinces come encouraging reports of increasing sales. The Northwest trade was never better, and the outlook is most hopeful. The Province of Quebec as well as the Province of Ontario, is having a season of business activity which augurs well for the coming months. Collections are improving, but should be better. The export trade is very quiet, but there are a few enquiries and some shipments are going forward. The general outlook may be said to be most favorable.

When hides or skins have been running in one-bath chrome liquor long enough to be struck through it is good practice to leave them in

## Leave in Liquor Over Night

the liquor over night, adding enough water to the liquor to completely cover them and running the drum for five minutes to thoroughly mix water and tan liquor; then stop the drum and push the leather under the liquor as much as possible and allow it to remain all night. The next morning the drum should be run one hour; the skins then removed and placed over horses. Thorough tanning of every fibre can be accomplished only in this way. There is always more danger of under-tanning than of over-tanning with

chrome liquor. A tanner can hardly take too much pains to get his skins completely tanned as it is much cheaper and takes less work to tan thoroughly at one operation than to shave the leather and then retan it.

Bark-tanned leather that is soft and spongy can be nourished and filled only with hard grease. Large quantities of grease are absorbed by such leather, but too much is of course injurious. Hard grease fills the leather and makes it firmer, yet does not harm it if used in the right manner. Stuffing the leather in a drum forces the grease into the centre of the leather where it is most needed. The fuller and plumper leather is the less grease it requires; the thinner and looser it is the more grease is necessary. Hand-stuffed leather should be hung to dry in a very warm room. Before leather that is stuffed heavily is finished it should be taken in dry condition and dipped in warm water, then thrown over a horse and left for some time. The heat dissolves the grease and the water softens the leather so that the grease penetrates as far as possible, leaving the grain clearer and less greasy.

GEO. E. BOULTER CO., LIMITED, have been appointed Ontario agents for the Miner Rubber Co., of Granby, Que. In the December number of the SHOE AND LEATHER we endeavored to give our readers an idea of the immensity of the Miner Rubber Co., which promises to be one of the leading rubber industries of Canada, and many will join us in congratulating the Geo. E. Boulter Company on their obtaining the Ontario agency for such a concern. The Miner Rubber Co. are also to be congratulated on obtaining the services of the Geo. E. Boulter Co., who, although but a young firm, have made such rapid strides that they now rank among the leading shoe jobbers of Canada. Of late their business has increased to such an extent that their present premises have been found much too small to accommodate them, and they are now negotiating for a building which will give them about five times as much space as they have at present.

RESULTS OF PROTECTION.—When an American tanner exports leather he gets a drawback of the duty paid on a long list of tanning materials. This shakes the theory that the seller pays the duty. The tanner gets no drawback on the overalls of his workmen nor a thousand other things increased in price by the tariff. That is why American hides are sent to Britain to be tanned.—Globe, Toronto.

### Shoe Business For Sale

Splendid opportunity to buy going business on Yonge Street, Toronto; established over 30 years; stock is well assorted, consisting of Medium and High-Grade Goods; owner retiring; lease can be had of premises if required. Address Box H 28, Shoe and Leather Journal, Toronto.

## FERMENTATION IN THE TANNERY.

By DR. L. A. GROTH, K.G.V.

The unprecedented advance which has taken place during recent years in the many-sided development of bacteriology, the science which is devoted to the study of those low forms of life, which are grouped together under the name of micro-organisms, has opened up, so to say, a new world of study, which will bring forward results of incalculable importance.

The great discoveries made by Pasteur have been the foundation upon which subsequent investigators have based their researches, and which have already produced results, to some sections of the industrial world, the immense value of which it is impossible to over-estimate.

Pasteur has thus clearly distinguished between the bacterium, which cause the "acetic" or vinegar fermentation, which is a process of "oxidation," transforming alcohol into vinegar; the bacillus including the "lactic" fermentation, which is a process of "decomposition," in which sugar yields lactic acid; and that which brings about the "butyric" fermentation, a process of "reduction" in which butyric acid is formed.

All organic substances, particularly animal matter, attain with extreme rapidity putrid fermentation. The richer the material is in oxidisable substances, the greater the chance of infection, and consequently of destruction.

Hides, fresh from the slaughter house, soon ferment, and if tanning operations are delayed they undergo a very great change, which results in the liquefaction of a portion of the gelatinous matters they contain, which liquefaction is caused by the development of bacterias. Hence an inevitable loss of weight and tenacity, since the gelatine thus transformed cannot be coagulated by the tannin.

This putrefaction continues even in the presence of the lime used in the unhairing process, and throughout the operations previous to the hides being immersed into the tanning liquor.

The decomposition of tannin has been attributed wrongly to the action of the oxygen of the air, as bacteriological investigations now prove it to be due to the action of micro-organisms, and that the tannin decomposes spontaneously, that is to say, without addition of fermenting matter, but solely under the influence of such micro-organisms, and is transformed into gallic, butyric, and ellagic acids, thus forming a solution entirely unfit for tanning purposes.

When the hides, therefore, are immersed in the tanning liquor, containing gallic acid, together with other compounds, such as mineral salts, resinous matters, and glucose, etc., matters which all, more or less, facilitate the destructive decomposition, the fermentation of the hides induces that of the material in which they are immersed, and two concomitant destructions are set up, that of the hides and that of the tannin and assimilable substances, which will result in a fictitious loss of tannin and a variable weight in the manufactured product, disproportionate to the quantity of raw material employed. A considerable loss of time will also occur by the weakening of the liquor, which cannot act with its full original strength, the tannin having been converted principally into gallic acid, which is also destroyed.

The rapidity of these destructive actions upon the hides and tanning materials alike may be judged from the enormous multiplication of these micro-organisms. One grain of finely ground

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oakbark has been found to contain 60 millions of bacterias. The loss produced during the tanning process is thus not only enormous, but very rapid.

Unfortunately, the fermentation does not stop with the leather being removed from the tanyard. The leather being a hygrometric substance, and besides containing, on leaving the drying sheds, more or less a quantity of water, is very susceptible of deterioration.

In tanned leather, placed in piles, according to the heat and the surrounding humidity, a great change is produced. If the humidity is sufficient, the temperature of the pile increases, and may even reach 40 degs. to 45 degs. C. This increase of temperature is the result of an intense development of cryptogams, the leather deteriorates on both sides, grain and flesh alike, and at the places attacked stains appear, arising from the appearance of species of cryptogams, which germinate on the surface and penetrate the hide.

In leather almost dry, the fermentation is less intense, but, nevertheless, there is produced a proliferation of micro-organisms which attack the leather, decrease its weight, and reduce its tenacity.

The cryptogams most frequently noticed is a mucor. Its appearance is manifested on the surface of the leather by the emission of a grey, silky powder puff (mycelium), which speedily becomes covered with a greenish dust. A microscopic examination reveals colorless segmented myceliums terminated by a head or bag of a circular form, filled with round spores of yellowish green. When the mucor is ripe the spores burst out, and from each spore, which falls on fertile soil, a mycelium is developed, which spreads out and bears at its extremity a cord of fresh spores. On cutting the leather thus attacked, the mycelion filaments present numerous branches spreading through the grain and flesh cells. In numerous instances these myceliums penetrate the leather entirely, and the cryptogamic development appears on both the grain and flesh sides.

From the foregoing the following conclusions may be drawn:

1. That all fresh hides or skins placed in contact with tannin set up the fermentation of the latter, and, consequently, produces its destruction.
2. That whenever hides and skins in fermentation (which is always the case) come in contact with tannin, this body is transformed, principally, into gallic acid (which itself is destroyed), making the solution unfit for tanning purpose.
3. That all hides and skins fermenting lose their gelatine, which, liquefied by the action of the bacterian organism, cannot be coagulated by the tannin.
4. That pure tannin decomposes spontaneously, that is to say, without addition of fermenting matter, but solely under the influence of micro-organisms, and is converted into gallic, butyric and ellagic acids.

The destructive actions of the micro-organisms can, as is well known, be temporarily reduced and prevented by the employment of antiseptics, or by heating the tanning liquor, but a "permanent" preventive is thereby far from being obtained; besides, many of the antiseptics thus employed have an injurious action upon the tanning liquor, and consequently, upon the leather produced.

With a view of ascertaining if, and how far the application of electricity would act in preventing the fermentation and decomposition of the tanning liquor, I have made extensive experiments, the results of which seem to prove that the electricity, applied in a certain manner, not only entirely prevents the decomposition of the tannin, but there is also every reason to believe that the leather produced in a tanning liquor thus electrically treated is entirely protected from future deterioration by the destructive actions of the micro-organisms. Electricity seems, therefore, even in this respect, to play an important part in the leather industry.

**FOOD FOR THOUGHT**—The lengths to which municipalities sometimes go in their efforts to secure industries is illustrated by the following from the *Quebec Daily Tel.*:—"In the adjoining State of New Hampshire there is a little hamlet or town called Lyttelton with a population of some 1,200 to 1,500 souls, a small shoe factory and a glove factory. The shoe factory was run in the interest of the great departmental store of Seers, Roebuck & Co., Chicago, being engaged chiefly in the manufacture of children's wear. But Lyttelton is ambitious and enterprising and to induce Seers, Roebuck & Co., to embark more extensively in the industry and to go into the manufacturing of men's and ladies' wear, the principal storekeepers and inhabitants of the place sent a deputation to wait upon the great Chicago firm, offering to raise the necessary money by popular subscription among themselves to put up another large factory for them, to let them have the full use of it for ten years free of all rent and taxes, and at the end of the ten years to make them a complete gift of it, the whole on the condition that the firm should guarantee to furnish steady employment to from 350 to 400 hands all the year round for that period. The offer was accepted; the money—some \$70,000 to \$80,000 was promptly subscribed by the Lyttelton people, and, to-day, the new factory, a splendid building of reinforced concrete, 250 feet long, 40 feet wide, and five storeys high, with a tower in the centre, of 40 feet by 40 feet, and six storeys high, is up, and will go into operation in a few days. In the upper storeys of the central tower the business offices of the factory are located and the whole establishment is provided with all the modern improvements, elevators, fire sprinklers, fire escapes, etc. It is calculated that the wages paid to the hands will put into local circulation every week from \$6,000 to \$8,000, or from \$300,000 to \$400,000, if not more, every year. Here then is an example which other and more pretentious communities, not omitting Quebec, might follow to great advantage."

#### WE WANT TO TELL YOU



that the Men's Patent Blucher Oxford illustrated on Front Cover is unequalled in value and style.  
No. 5070. Price, \$2.80. Carried in Stock.  
GEO. E. BOULTER CO., LIMITED  
TORONTO.

## The Bonner Leather Co.

GLAZED KID MANUFACTURERS.  
BLACK AND COLORS.

Salesroom—6 Lemoine Street,  
J. H. GOYER, Representative.

Office—1060 Notre Dame Street West,

**MONTREAL**

**HIGHEST QUALITY  
AT THE RIGHT - -  
PRICE - - -**



**“THE  
DERBY  
SHOE”**



**FOR  
MEN  
WHO  
KNOW**

**MURRAY  
SHOE COMPANY**

LIMITED

**LONDON - - ONTARIO**

## AS SEEN BY OUR REPRESENTATIVE.

J. T. Heath, of Orillia, says the people all seem to have money, are meeting back obligations and asking less credit. Business altogether shows a substantial improvement over last year.

E. Morrison, of Orillia, reports a good year's business. A big improvement over last year, and looks for a good season ahead. Collections are good and payments are being made promptly.

T. Mulcahy, Limited, Orillia, remarked that business was never better in Orillia. All the people seem to have money and are spending it and buying a better grade shoe than ever before.

Mr. McGeary, manager boot and shoe department of J. B. Horrell Son, of Midland, reports a splendid year's business and indications good for the coming year.

Frank Wilson & Co., boot and shoe dealers, Midland, Ont., have disposed of their business to J. P. Wilson. The latter is a son of Mr. Frank Wilson. He also finds business in Midland good.

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 QUEBEC NOTES.
 

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At a meeting of the Quebec Boot and Shoe Manufacturers' Association, held on the 18th January, 1910, a resolution of condolence was moved and adopted and sent to the family of the late Mr. Malcolm Macnair, one of the partners of the Robinson & Lindsay Rubber Co., Toronto. To many of the Quebec manufacturers Mr. Macnair was a warm friend and the void caused by his loss will long be unfilled.

The Quebec Boot and Shoe Retailers' Association also voted a resolution of condolence on the 20th of January to one of their members, Mr. J. B. Belanger, who recently lost his eldest son.

The municipal campaign is now open in Quebec and elections will be at the end of February. Many leather men are in the field. Amongst them is Mr. Onesime Goulet, of Goulet & Garaut, boot and shoe manufacturers, who has consented to present himself as an alderman for Jacques-Cartier ward.

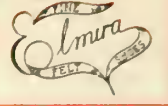
Since the beginning of the new year many cups of champagne have been drunk to the health of the Quebec leather trade, and if the business is not very good for 1910 it certainly will not be the fault of the guests. The principal firms which received their friends with great honor are: Mr. J. A. Scott, leather merchant on December 31st; Richard & Son, leather merchant, on the morning of January 2nd; L. Borne, leather manufacturer, on the afternoon of January 2nd; the United Shoe Machinery Co., on January 4th; Tourigny & Marois, boot and shoe manufacturers, on January 5th; Laroche & Picher, boot and shoe manufacturers, on January 7th.

The Quebec boot and shoe manufacturers will give a banquet on Saturday, January 29th, at the Kent

House, near Quebec. A special committee has been appointed to organize the dinner. This is composed of Messrs. O. Goulet, L. Routier, A. Duchaine and L. Rouillard, officers of the Quebec Boot and Shoe Manufacturers' Association.

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MR. EATOUGH ON THE POLITICAL CRISIS—The following letter which appeared in a Waterfoot local paper, not only deals with the tense political situation in England, but also shows the marvellous growth of the Trickett slipper industry. Mr. Eatough says:—"It may interest the four thousand workers in the slipper trade if a few particulars were given relative to the success which has attended this industry. Less than thirty years ago slipper making in Waterfoot was unknown, but to-day in practically all the countries of the world the productions of local footwear are to be found. A great deal may be said for the dogged perseverance of the pioneers of this trade, but the world-wide ramifications this industry has made would not have been possible but for the policy of Free Trade. To prove this, I would say in the first place that in my opinion Rossendale manufactures more styles and makes of slippers than Germany and America put together, for I have had occasion to study the manufactures of these countries. I am not going to claim that we are more "brainy" in this district than the slipper makers of Germany or the States. No; on the contrary, I must admit that they have taught us many points, and were they blessed with a fiscal policy like we have at the present time, Waterfoot and district would not have the over-sea trade in slippers that she has to-day. I have already said that there are more different kinds of slippers made in this district than in the two countries which are our largest competitors—Germany and U. S. A.—and the main reason for this that these countries are both highly protected countries, with the result that should any slipper maker in Boston or Berlin require a fabric which Austria, France, Belgium, Switzerland, or any other country make as a speciality, those two countries would have to pay anywhere from 25 per cent. to 50 per cent. duty on the material imported, which would have to be allowed for before putting the slipper on the market. In Waterfoot, however, we can have the choice of the markets of the world for the various materials, and such materials can come into our factories as cheaply, and in many cases cheaper, than they are sold in their own country. That means this: Germany can only compete successfully in our home and foreign markets in slippers made from materials which she manufactures, whereas in this district we can compete with Germany or any other country, because we can have delivered at our own doors the most suitable fabrics from not only Germany, but from any other part of the world free of duty. By this you will see that English slipper manufacturers have an advantage at the beginning of something like 25 per cent. to 50 per cent. Let me illustrate more clearly what I mean. Just imagine two slipper travelers arriving in Sydney or Cape Town, one from Rossendale, and the other from Germany. Being in the same trade, they must naturally call on the same customers. The German traveler only carries slippers made from material made in his own country, which cannot, of course, be a very comprehensive range, since he is thus limited. The Rossendale traveler carries four times as many different kinds of slippers made up from the most suitable and best materials obtainable anywhere. When the German traveler calls on his first customer he gets an order, say, for £50, whereas owing to the greater variety of samples the Rossendale traveler gets an order for £200, and comes out smiling. This goes on, with the result that when these two travelers leave Sydney or Cape Town our local man has captured three-fourths of the trade, because of the varied assortment of goods carried. This would not have been possible had Tariff Reform ruled here as in Germany and the States. You see, workingmen, that Tariff Reform would kill 'the goose that lays the golden egg.' If England adopted



# ELMIRA FELT SHOES



The "Creme de La Creme" of Fine Felt Footwear

Our travellers are showing a large range of samples  
including many new styles    ::    ::    ::    ::

**W. B. HAMILTON SHOE COMP'Y**  
Toronto, Can.,    =    =    Limited



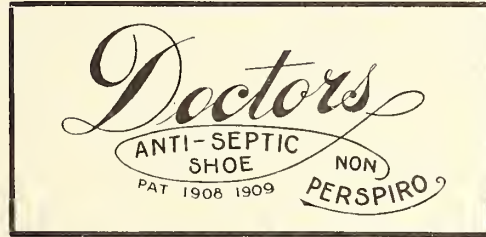
this, Waterfoot would have to curtail by one-half the various lines that she now makes with the result that less orders would come into the district, which, consequently, means less men and women wanted. The trade has grown by leaps and bounds, as you know, and as I began, I conclude by saying this would not have been possible except by having a free buying market and no duty. So do not be bamboozled by people who do not know your trade, and who state that Tariff Reform will bring you more work. I am certain of this, that if adopted, it will bring you less pay for the reason before mentioned. What I have stated are facts, and as one who is anxious for the future welfare of this district I say 'THINK,' then I have no misgivings as to your support of the old policy, which to you and your children means bread and butter."

**BUSINESS CHANCES**—(1935) A prominent firm of importers in Hamburg, Germany, desire to get in touch with Canadian exporters of snowshoes and similar lines for winter sport. References on application. (1936) Manufacturers' representative with considerable experience in the South American markets desires to get in touch with Canadian firms seeking to extend their business in that market. Excellent references and connections. (1937) A wholesale broker in St. John's, Newfoundland, desires to get in touch with Canadian exporters of the above goods whom he can represent on commission in the Newfoundland market. Excellent bank references. (1979) A large South African firm of general dealers desire to be placed in touch with Canadian shippers of leather. Quotations to be c.i.f. Durban. (1987) A Birmingham firm manufacturing brass shoe rivets, etc., wishes to open up business connections with Canadian houses dealing in shoemakers' supplies. (1999) A London manufacturing company seek the services of a resident agent to introduce their high-class boot polish and other specialties. (2001) A London firm possessing a thorough knowl-

edge of the trade would be glad to represent Canadian manufacturers of boots and shoes who wish to develop export trade in the United Kingdom. (2005) A firm of manufacturers in the north of England would like to hear from importers in Canada of hide shavings used in the making of writing paper. (4) Inventor in the United States is anxious to dispose of the Canadian patent for a shoe knife such as is used by shoemakers, or to arrange for the manufacture in Canada of this knife on a royalty basis. (5) Italian commercial man with considerable experience and good connections in Turin, Italy, is open to represent reliable Canadian manufacturer seeking connections in that market. Excellent business rating and good connections. Canadian references. The names of the firms making these inquiries can be obtained upon application to The Inquiries Branch, The Department of Trade and Commerce, Ottawa, or The Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Quote the reference number when requesting addresses.

**FOOTWEAR IN AUSTRALASIA**—There were some decreases in the importations of last year but the Canadian share was much larger than that of other countries. The importation consists mainly of glace kid. In leather manufacturers, other than boots and shoes, Canada had but a small trade, and that of last year was rather better than that of previous years. Though the total quantity of rubber boots and shoes was larger in 1908 than in 1905, there has been a very considerable decrease in the importation of boots and shoes. There has been a steady increase in the importations from Canada under this heading, but the great bulk consists of rubber boots and shoes in which Canada does a much larger trade than is commonly credited to her, many of the goods coming to Australia through Great Britain.—Dept. Trade and Com.

# ASK For Shoes With One of These TRADE MARKS on SOLES



A SPECIALLY Constructed WATERPROOFED Goodyear Welted Blucher, made in New Shade Tan Winter Calf and Chrome Box Calf.

LOOK FOR PULL STRAP STAMPED

## *Waterproofed*

PATENT NO. 111543

*Construction* and stitching is different from any Shoe made, you must wear through THREE SOLES before the foot can get wet.

The *Linings, Innersoles* and *Asbestos Thermal Soles* are treated *Antiseptically*. Soles and Uppers are Waterproofed. This combination makes an *Insulated* Shoe against Cold or Moisture.



Made for TENDER feet, *Flexible Innersoles* and *Soles* Goodyear Welted—Light, Cool Shoe. In VICI KID, Tan Calf, Velour Calf, Patent Calf, Etc.

*Innersoles* and *Linings* are treated *Antiseptically*, preserving them from decay through perspiration. Also a *Medicated Thermal Central Sole* of Woven *Asbestos*.

**SOLD BY ALL WHOLESALE HOUSES**  
FULLY COVERED BY TWO PATENTS IN 1908-1909. TRADE MARKS REGISTERED.

Manufactured WHOLESALE ONLY by

# The Tebbutt Shoe & Leather Co.

THREE RIVERS, QUE.

## DIFFERENT---AND BETTER

Rubber heels sell because they have two advantages—they lessen the jar of walking and prevent slipping. At least they are supposed to do both.

Their value for relieving the jar depends of course on their being made of new, resilient rubber. Heels made of old or scrap rubber are little better than leather.

To prevent slipping most makers depend on corrugations or cup-shaped hollows in the heels. These work fairly well at first, but the very corrugations allow the heel to wear off quickly, and soon it is simply a flat piece of rubber, with little or no power to grip a slippery surface.

### “CATSPA W” RUBBER HEELS

have a new and far superior anti-slip device—a Canvas Friction Plug set in the rubber near the back of the heel.

This plug is always level with the heel's surface. It grips icy sidewalks or slippery floors or steps firmly, giving perfect security to the step not only when the heels are new, but until they are completely worn-out.

Instead of hastening the wear, as corrugations do, the Catspaw Friction Plug makes the heel wear much longer.

Catspaw Rubber Heels are made of new, live rubber. They give a light, easy, springy tread, secure on any surface. They relieve the jar on the spine, frequently curing backache or even headache. They make rubbers unnecessary, or if they are worn Catspaws save the rubber-heels and make them wear much longer.

Catspaw Rubber Heels are in a class by themselves. Don't try to satisfy your customers with ordinary rubber heels—give them CATSPA WS—the heels with the Friction Plug.

**WALPOLE RUBBER CO. LIMITED**  
**MONTREAL**

**COTTON LACES ARE UP.**—An advance of from 15 to 20 per cent. has taken place in cotton boot and shoe laces within the past month. This means that other lines of supplies may also experience an advance, as the spirit of "higher prices" seems to be in the air just now.

**BERLIN MERCHANT ASSIGNS.**—Mr. J. Warris, boot and shoe merchant, of Berlin, has made an assignment to Richard Tew for the general benefit of his creditors. A statement of liabilities and assets was made on Jan. 4th.

**"LEST WE FORGET."**—A very effective and characteristic piece of advertising is the undressed-leather covered diary which is presented yearly to the patrons of Messrs. Clarke & Clarke, Ltd. This is accompanied by the compliments of the season from the firm, and is a gift which is sure of appreciation.

**A NEAT CALENDAR.**—A very neat and acceptable advertising calendar is that issued by Messrs. Sadler & Haworth, tanners and manufacturers of oak leather belting, Toronto, Montreal, St. John, N. B., Winnipeg, and Vancouver. The colors are harmonizing and altogether help to form a neat office calendar.

**INCORPORATION OF COMPANY.**—The Wayland Shoe, Limited, secures incorporation with \$30,000 capital, to make boots and shoes. E. J. Wayland, W. A. Wayland, J. O. Chouinard, E. P. Ronayne, and W. H. Turner, all of Montreal, are the incorporators.

**OF INTEREST TO THE TRADE.**—A neatly and compactly arranged catalogue is that of Messrs. L. H. Packard & Co., Ltd., the Packard Building, 9-17 St. Antoine St., Montreal. This is well printed and illustrated with a large number of excellent half-tones. The size of the catalogue is convenient and its appearance attractive. The wide variety as well as the excellence of the shoe store supplies carried are features which strike the eye. Among the lines included are overgaiters and leggings, men's riding and other styles of leggings, infants' soft-soled shoes in most attractive designs, felt shoes and slippers, insoles, arch supports, ankle supporters, laces of all kinds, ice creepers, shoe buttons, rubber heels, shoemakers' outfits, button fasteners, polishes, boot blacking stands, foot-stools, silent salesmen, riveters, shoe nails and other necessities of the trade.

Apart from party politics, there are some results of the recent British elections that will characterize them as epoch-making in the history of the nation. Whether the Unionists or Liberals prevail there will be changes in regard to the House of Lords that will bring it more in keeping with representative government than "has been." The question also of tariff reform is up in a manner that leaves no room for doubt that the people desire to have it dealt with effectively. This change threatens the oldest and most cherished ideals and traditions of Britons and if it but indicates the "open mind" to which Gladstone has referred, a new era of progressive activity opens before the old land. It may take the "islander" some time to move, but when he starts something happens.

**WANTED**—Traveler with connection for Province of Quebec. Apply by letter to the Murray Shoe Co., Ltd., London, Ont.

**WANTED**—Travelers for Eastern and Western Ontario; popular price line of Women's Welts. Apply by letter to the Murry Shoe Co., Ltd., London, Ont.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—The month has been uneventful and there is very little to report by way of change since last report. The manufacturers are fairly busy with spring orders, which are reported of satisfactory volume, and it is anticipated that spring shipments will be in ample time. The wholesalers are quieter than they wish, but this is between seasons and they do not expect any very marked activity. Jobbers, too, are quiet, and are glad of the little sorting orders which are coming in as they serve to keep things moving until spring shipments commence. The retail trade has been good since the new year opened and dealers are quite satisfied with the lot which has fallen to them. The rubber business has been quite brisk owing to the unsettled state of the weather for the past few weeks. The shelves of the dealers have been very materially lightened. There is still wreckless cutting reported much to the detriment of legitimate trade. The outlook favors a strong market.

**HIDES**—The hide market is at a standstill just at present. The business of the past month has not been of very large volume, although of fair average for this time of year. There is little of importance to say as far as conditions are concerned. Prices have weakened slightly, more on account of the quality of the hides than any other cause. The quantity coming in is only limited and readily disposed of. The tanners are not buying very freely because they still cherish the thought that lower prices will obtain. The dealers on the other hand are quite confident that no very material change will be witnessed for some time to come. There is no accumulation worthy the name taking place, a few carloads would about clean up all the hides in the city. There has been no perceptible effect upon the market as yet by the U. S. free list enactment. The following are the latest quotations:—

No. 1 inspected steers.....	12
No. 2 inspected steers.....	11

No. 1 inspected cows.....	12
No. 2 inspected cows.....	11
No. 3 inspected cows and bulls	10
Country hides (green or cured) .....	8½ 9½
Calfskins, city .....	12 14
Calfskins, country .....	12 14
Horsehides, No. 1 .....	2.50 3.00
Horsehides, No. 2 .....	1.75
Sheepskins, each .....	90 1.10

**TALLOW**—The market is without special feature. Prices are unchanged. The following are the latest quotations:—

No. 1 cake .....	5¼ 6¼
No. 2 cake .....	4½
No. 1 solid .....	5½ 5¾
No. 2 solid .....	4

**WOOL**—The market is quiet with light receipts. Prices continue unchanged. The following are the latest quotations:—

Washed fleece .....	22 24
Unwashed fleece .....	12½ 14
Rejects .....	16
Northwest wool .....	15 17

**LEATHER**—There is a good demand for all grades of leather. The market is firm with a few items strengthened. The business reported last month is most satisfactory. The manufacturers of boots and shoes have not only been buying for immediate requirements but have also anticipated future needs by placing fair orders. The industries calling for more or less leather in the manufacture of their goods have all been fairly active and have placed orders more freely. A great amount of leather is now being used by the automobile trade, and there has also been an increased call for leather in the furniture business. Harness leather is now in better shape than for months past. Medium and light sole is in demand. There is still a popular call for patents for boots and shoes. Colored leathers are quite favorites in the tan and brown shades. Fancy leathers are receiving the usual call at firm prices. The following are the latest quotations:—

LEATHER WHOLESALE.	
No. 1 Spanish sole (for jobbing)	27 29
No. 2 Spanish sole (for jobbing)	26 28
No. 1 Spanish sole (for mfg.)..	26 27
No. 2 Spanish sole (for mfg.)..	25 26
No. 3 Spanish sole (for mfg.)..	23 24
No. 1 oak sole .....	32 33
No. 2 oak sole .....	29 31
No. 1 oak sole bends .....	45 50
No. 1 slaughter sole, heavy....	30 31
No. 1 slaughter sole, medium...	30 31
No. 1 slaughter sole, light .....	30 31
Harness leather—	
No. 1 U. O. ....	38 39
Rejected U. O. ....	37 38
No. 2 U. O. ....	36 37
Hemlock Country Harness—	
No. 1 .....	33 34
No. 2 .....	32 33
Upper, heavy .....	48 50
Upper, light and medium .....	50 55
Upper, grained .....	19 20
Kip skins, French .....	1.10 1.25
Veal kips, Canadian .....	75 80
Hemlock calf .....	75 80
Imitation French .....	80 85
French calf .....	1.35 1.60
Splits, light and medium .....	26 27
Splits, heavy .....	25 26
Splits, junior .....	21 22
Enamel cow, per foot .....	20 25
Pebble grain .....	16 19
Buff .....	17 18
Colored buff .....	20 22
Russets, extra heavy per doz. ..	\$12 \$14
Shoe russets, per lb. ....	50 55
Russets, No. 2, all grades, lb ..	35 40
Glove russets, per doz .....	\$9.00 \$12.00

**TANNERS' MATERIALS**—There has been little change since last report. Quebracho solid has advanced slightly. The following are the latest quotations:—

Degras .....	2½ 3½
Sumac .....	\$65.00 \$75.00
Gambier .....	6½ 7
Cod oil, pure Newfoundland, tanked .....	43 47
Cod oil, Gaspé .....	36 40
Hemlock extract .....	3½ 4
Oak extract .....	3 3½
Quebracho extract .....	3½ 4½
Quebracho solid .....	5 5½



# Montreal Markets

**BOOTS AND SHOES**—There is much activity in the factories, the spring run occupying the attention of the manufacturers. The orders received have been satisfactory and a good season is expected. The wholesalers and jobbers are quiet, although a little sorting trade is moving. The retail trade has been better for the past few weeks, especially has this been true in rubbers, which have been favored with the right kind of selling weather. The market is firm as to prices with strengthening tendency.

**HIDES**—The market has been a little more active and prices have been maintained fairly well although declining since last reports. The thin edge of the keen competition seems to have worn off and buyers are not trying to cut one another's throats. The receipts are not heavy, and the quality of hides offering are a good average. Tanners are buying cautiously, and still look for lower prices. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	12
No. 2 quoted .....	11
No. 3 quoted .....	10
County Prices—	
No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	9

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Country prices—	
No. 1 quoted .....	13
No. 2 quoted .....	11
Lambskins, each .....	1.00
Sheepskins, each .....	1.10

**TALLOW**—The market is quiet with practically no change. The following are the latest quotations:—

Extra .....	6½	
Ordinary .....	6¼	
Fair to good .....	6	6¼

**WOOL**—The wool market continues quiet with a fair amount of transactions

at unchanged prices. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	22	22½
Unwashed fleece .....	15	up
Greasy Cape .....	20	22
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—The leather market has continued without special feature. Prices have been well maintained in all lines and quite a few very good sales have been reported. The export trade is somewhat disappointing and continues very quiet. There is still demand for light and medium sole leather, while patents and colored are meeting with fair call from the boot and shoe manufacturers. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 ..	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L ..	26	27½
Slaughter, oak, No. 2M ..	24	25½
Harness ..	32	34
Wax upper, heavy ..	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color ..	18	22
Patnas, black ..	8	32
North African ..	12	18
Chinese ..	12	36
Box chrome calf—		
A. H. French ..	23	
A. Hm ..	22	
A. M ..	21	
B. H. ..	22	
B. Hm ..	20	
B. M. ..	18	
Veal, other European ..	17	20
Veal X ..	15	18

Grassers ..	15	17
Grassers X ..	14	16
Reject ..	12	14
Box chrome kips—		
A. H., Swiss hide ..	18	
A. Hm. Canadian ..	16	
A. M. ..	15	
B. H. ..	15	
B. Hm. ..	14	
C. X. ..	13	
Reject ..	13	down
Dull chrome calf—		
A ..	20½	21
B ..	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A ..	9	10½
Canadian for upper B ..	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. ..	9½	
Slats, A. M. ..	9¼	
Slats, A. L. ..	9	
Slats, B. H. ..	8½	
Slats, B. M. ..	8	
Pickle skins for lining—		
A common pickle ..	8	
B ..	7½	
C ..	7	
Cape A ..	9	
Cape B ..	8¾	
Cape C ..	7½	
Job ..	5¼	5¾
H Facing ..	8¾	
L Facing ..	8½	
Splits, senior, per lb. ..	21	22
Splits, junior, per lb. ..	18	19
Splits, senior, per foot ..	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot ..	6½	
Splits, Lm, per foot ..	6	
Splits, junior, per foot ..	4¼	
Splits, trimmed, H. M., per lb. ..	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. ..	10	
Pebble A. L. M. ..	10½	
Pebble A. M. ..	11	11½
Pebble A. Hm. ..	11½	12
Buff A. M. ..	11	
Buff A. Hm. ..	11½	
Buff A. H. ..	12	
Table run pebble ..	9½	
Job pebble ..	8	

# Quebec Markets

**BOOTS AND SHOES**—The manufacturers are, for the most part, on the spring run; they are looking forward to an excellent business. Spring orders have been fair up to date and there is no reason why they should not continue to be so. We are glad to remark that the situation is much different from that existing two years ago when our factories were booking orders only of a hand-to-mouth character. During the last month manufacturers have received the visit of a few jobbers of the West. Retailers report trade to be fairly good and say that things are looking up somewhat. Little price-cutting is noted in our city. Rubber and rubber goods have had a good sale. Jobbers seem satisfied with the present situation. They have good sorting orders on hand and their travelers unite in saying that they expect to register a banner year. Collections are reported to be fair in the district.

**HIDES**—There is no material change in the condition of the hide market since the last report. Tanners have been buying somewhat more freely, though none of them have bought very much ahead. Dealers have at present no considerable stock on hand; their supply is moderate and the quality not of the best. Our hide market has been higher than in Montreal on account of the competition between merchants, but they cannot hold it and for this reason the last week of the month saw a

decline of a cent in city, and butchers' hides. Lambskins and calfskins are quiet. The latest quotations are as follows:—

Sheepskins .....	25	1.00
Sheep clip skins .....	15	40
Lambskins .....	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	13
No. 2 quoted .....	12
No. 3 quoted .....	11

## CALFSKINS.

City and country prices—

No. 1 quoted .....	16
No. 2 quoted .....	14

**WOOL**—The wool market is quiet. Buying is at a standstill and no improvement is expected until the markets generally open out. Although sales of small importance were made during the past month, there is still remaining fairly good supplies in manufacturers' stocks. Some good predictions are expressed in local circles for trade prospects. We quote at present:—

Canadian pulled wool .....	23	30
Washed fleece .....	27	29
Unwashed fleece .....	17	19
Greasy cape .....	19	23
Medium .....	24	26

**FISH OILS**—Small business continues to be done in fish oils and sales effected are of small consuming quantities. It is said that there has been a limited output of products of codfish and for this reason

supplies are not considerable. Whale oil is in larger quantities. Present quotations are:—

Cod oil, Gaspé, gal. ....	22	23
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	60	65

**TALLOW**—Business is maintaining its customary firmness and although a good number of consumers are fairly well stocked up for present requirements, active trade is registered. There is no accumulation on the market and we at present quote extra tallow 6½¢ a lb.

**SHOE FINDINGS**—The shoe findings market is slow, no large inquiries being received and buying being of small quantities. The situation will not change much before March and on account of this the local production is not heavy for the present. The latest quotations are:—

Leather, friction and fibre board	3½	6
Union leather .....	7	8
Stiffeners, union .....	1	3
Stiffeners, leather board, per 100 pounds ..	75	1.15
Insole leather .....	7	8
Leather board, per lb. ....	2	3

**LEATHERS**—Manufacturers have been purchasing more freely during the month,

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as they are working now on spring orders which are considerable, and a good improvement is noted in the market. The decrease registered in some leathers, as splits, buff, horsehides, glove and heavy grain has also a good effect upon buyers. But it is quite likely that the market will remain strong at the present prices, as manufacturers cannot curtail their buying very much longer and stocks in all lines are far from large. There is a good demand for harness leathers, which are now very firm. Finest quality of leather stands out as moving in very well. Quotations are the following:—

LEATHER.

Harness leather—

No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	33	
Splits, junior, per lb. ....	32	
Splits, senior, per foot .....	14	
Splits, H and Hm, per foot ...	11½	
Splits, M, per foot .....	11¼	
Splits, Lm, per foot .....	10¾	
Splits, junior, per foot .....	8	
Splits, flexible, per lb. ....	24	

Splits, trimmed, H M, per lb..	34	
Splits, trimmed, M, per lb..	34	
Pebble, A L .....	20	
Pebble, A L M .....	18	
Pebble, A M .....	19	
Pebble, A H M .....	19	20
Buff, A M .....	19	
Buff, A H M .....	19	
Buff, A H .....	20	
Moccasin leather, red, per stamp weight, lb. ....	11	
Oil grain (Quebec) per foot..	18	19
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	
Glove grain .....	16	18
Heavy grain .....	17	19
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	16	23
Patent kid .....	36	46
White alum .....	11	15

Sumac .....	9½	11
Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

TANNERS' MATERIALS—No great buying movement has developed since our last report in tanners' materials. Prices rule:—

Degras .....	2½	6
Sumac .....	\$68.00	
Gambier .....	4½	5½
Hemlock extract .....	3¾	4
Hemlock bark, per cord .....	7.00	7.50
Oak extract .....	3	3½
Mineral tanners' extract .....	5	6½
Scuth, lb. ....	3½	

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# American Markets

## HIDES

**PACKER HIDES**—The Chicago market has been somewhat fluctuating and on the whole slightly easier since our last report. Concessions are reported to have been made in order to clean up the market on account of the inferior quality of the receipts. Tanners are not over-anxious to buy at even present prices and are adopting a waiting attitude. Native steers were reported sold at 17c but it is improbable. Spread steers are dull and unchanged at 19c to 20c. Butt-branded steers are reported selling at 15½c to 15¾c for December. Texas steers are quiet, stock is well sold up, 16½c is asked for December salting. December Colorados are held at 15c to 15¼c. Heavy native cows in combination with branded cows sold at 15c for December take off. Light native cows were reported sold at 14¾c for November and December salting. Branded cows sold quite freely at 13½c for November and December, but as high as 14¼c is being asked by some packers. Native bulls are quiet, branded bulls are held at 13c to 13¾c for December salting, but no sales are reported. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spready .....	19	20
Heavy .....	17	17½
Light .....	16	16½
Texas Steers—		
Heavy .....	16	16½
Light .....	15	
Extreme .....	14	
Butt-branded steers .....	15½	
Colorado steers .....	15	15¼
Native cows—		
Light .....	14¾	15
Heavy .....	15	15½
Branded cows .....	13½	13¾
Branded bulls .....	13	13¾
Native bulls .....	13½	

**COUNTRY HIDES**—The Chicago country hide market is reported as having been a little brisker with better prices. The weather has militated against trade, deliveries having been delayed from outside points. No. 1 steers, free of brands and grubs, 60 lbs. and up, are held at 14½c. No. 1 cows, free of brands and grubs, 60 lbs. and up, are quiet, but lighter weights sold at 12c to 13c for late January and February delivery. Branded steers

and cows, 40 lbs. and up, are bringing as high as 11c out of bundle. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., brought from 12¾c to 13c, according to amount of No. 1 hides involved. Offers of 11½c for No. 2 buffs was refused. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are being offered at 13c. No. 1 bulls are firm and dealers have refused bids of 12c. No. 1 kips, 15 to 25 lbs., are without reported sale, 13c is figured quoted. No. 1 calfskins, 8 to 15 lbs., are quoted at 18c for cities, 17½c to 17¾c for outside cities, and 16½c to 17c for countries. Light calf, \$1.10; deacons, 90c. No. 1 horsehides are unchanged at \$3.75 to \$4.00. The following are the latest quotations:—

No. 1 cows .....	13	
No. 1 buffs .....	12¾	13
No. 1 extremes .....	12¾	13¾
Heavy steers .....	14	14½
Heavy bulls .....	12	
Calfskins .....	16½	18
Kips .....	13	
Deacons .....	90	1.15
Slunks (packer) .....	90	1.00
Slunks (country) .....	50	70
Horsehides .....	3.75	4.00

## LEATHER

**OAK SOLE**—The sales of oak sole are reported as above the average, almost everything is sold up, prices are firm and unchanged. The following are the latest quotations:—

Scoured backs—	No. 1.	No. 2.	No. 3.
Light .....	42	38	35-37
Heavy .....	42-43	39-40	35-37
Medium .....	42-43	39-40	35-37

And other grades in proportion.

Scoured bends—			
8 to 10 lbs. ....	47	45	42-43
10 to 12 lbs. ....	47	45	42-43
12 to 14 lbs. ....	47	45	42-43

Texas sides—	No. 1.	
X h'v free of brands .....	34	35
A h'v one brand .....	33	34
B h'v two brands .....	32	33
C h'v more than two brands .....	31	32

Texas bends—		
XX .....	50	54
X .....	47	49
A .....	45	47
B .....	44	46
C .....	42	45

California sides—

Light—		
No. 1 .....	30	31
No. 2 .....	29	
Medium—		
No. 1 .....	30	31
No. 2 .....	29	
Heavy—		
No. 1 .....	32	33
No. 2 .....	29	
California backs—		
Light—		
No. 1 .....	33	34
No. 2 .....	31	32
Medium—		
No. 1 .....	35	36
No. 2 .....	32	
Heavy—		
No. 1 .....	37	38
No. 2 .....	32	33

**ROUGH LEATHER**—The market is somewhat unsettled, buyers not being willing to pay prices asked. The latest quotations are as follows:—

### Hemlock.

Card .....	36	37
No. 1 .....	34	35
Steers, No. 1 .....	29	30
Steers, No. 2 .....	32	33
P D'g'd .....	24	26
Bulls .....	26	27

### Oak.

	No. 1.	No. 2.	No. 3.
Country, light .....	34	33	31
Country, Med. ....	34	33	31
Country, hy. ....	34	33	31
Packer, hy. ....	35	34	

**SPLITS**—There is a good demand for heavy splits, but lights are not much in evidence. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	26	23
Flesh .....	27-43	31-44
Flex .....	9-14	

It may be said that there is a fair demand for all grades of leather. Calf and patent, glazed colt and kid, sheepskins and all fancy leathers are meeting with fair sales at firm prices.

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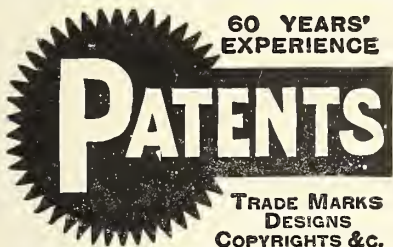
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Aetion Publishing Co. Ltd.  
Toronto & Canada

Vol. XXIV MARCH, 1910 No. 3

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**CHILDREN'S  
SOLID LEATHER  
FOOTWEAR**

Our Lines are Leaders.

**WINN & CO.**  
MILTON, CANADA



Standard

Mark

## For the Glove Trade

**Horse Hide**

Mocha, Yukon, Drab, Smoked

**Cow Sides**

Pearl, Cream, Tan

**Sheep Skins**

Tan, Black, Green, Red, Cream

**Splits**

Mocha, Drab, Yellow, Black, Olive

## For the Shoe Trade

**Chrome Sole**

Natural or Water-proof

**Elk Sides**

Tan, Black, Olive

**Chicago Tanning Co.**

Main Office and Salesroom, 130 W. Michigan. Tannery Blackhawk and Dayton. Branches, Gloversville and New York City.

¶ After all has been said, the final test of a Shoe is its Wearing Qualities :: ::



THE  
*Lester's*  
SHOE

being made of solid leather is not only a wearer, but also a trade winner and business builder

**L. HIGGINS & CO.** Moncton  
Yarmouth  
Halifax

## LET ME PRESENT FOOT FACTS TO YOU

You merchants who are conducting up-to-date retail shoe stores, or want to do business on a profitable basis, more profitable than ever before, read what I have to say.

Isn't it a fact that you have more chronic foot "ailers" than ever before in the shoe history? Isn't it also true that the biggest majority of these customers, both men and women, are victims of weak arch or instep and flat-foot—with its resultant effects, and that these same persons will take your suggestions for relief?

Now—that's my proposition. I know feet as you know shoes. I know every joint, muscle, nerve and their action—I know the cause of foot ailments—I know their cure. Nearly every man or woman, who does much walking or standing, complains of tired or aching feet, or with cramped toes, callouses, bunions, and corns and with weak arch or more advanced stage of flat-foot.

I have given feet my life's study—I know—you can give absolute relief to every sufferer, no matter how advanced the case may be—no matter how sensitive or tender the feet, Scholl's Arch Supports (all styles) and Scholl's "FOOT-EAZERS" will instantly give comfort and permanent relief.

Here are the reasons why Scholl Arch Supports are better — are more valuable and most profitable to you.

Scholl's goods have won the race in five years; they have been standardized and now rank as the highest grade, most successful line on the market. The construction, embodying original and practical principles, seems to solve that point because the Scholl principle first of all is to follow nature—assist her, and on that the foundation of this remarkable success was built.

In making arch supports or any orthopedic appliance, it is necessary for the designer and maker to have complete knowledge of the human anatomy. In the Scholl plant, all workmen have been schooled on anatomy so they know just what to do or to avoid.

Scholl goods are built for the purpose of helping nature—they possess the springy elastic feature not to be found in any other style of goods. Made of the very best material, German silver, especially milled and tempered to suit and fit the required work. Leather made at the tanneries with superior finish, firmness and that will withstand perspiration. All parts are made, finished, assembled and tested under an expert superintendent.

WM. M. SCHOLL, Pres.



Here is where all the weight is carried.

A full-sized manufacturing plant with thirty-two employees and factory pay-roll of over \$3,000 monthly, are other reasons why better goods for less money. Automatic machinery costing thousands of dollars does the work of many human hands, so after the shoe dealer gets his stock, fitting to the feet is even more than science intended.

Scholl goods are packed in clean, attractive boxes; special cards, attractive, eye-catching literature, etc., are furnished gratis. The Scholl Advertising Department, conducted at a cost of over \$50.00 a day, is constantly turning out copy, cuts and advertising matter of every description that will add to the value of the selling end for retail dealers. All national magazines and hundreds of newspapers throughout the United States and Canada, carry Scholl "FOOT-EAZER" advertisements—you get the benefit.

All orders for goods are supplied with literature bearing your name; this is of big value to the distributor. All Scholl goods are made under broad patents which cover the spring-elastic and adjustable features.

Two factories, four branch offices and shipping points, with a selling force of trained men and with a line of goods possessing merits not to be compared in the field—is it a wonder the name "Scholl" ranks topmost?

Back of all I have said—take the experience of over 300 wholesale findings jobbers, 300 surgical and physician supply jobbers, the medical profession and over 17,000 retail shoe dealers, all pushing the sale of Scholl's. Is there any reason why you should not become one of my customers? All goods are guaranteed—a moral guarantee of satisfaction. I am convinced, honest treatment, superior service and giving the most for the money is being appreciated, and I will continue along these policies.

Scholl Arch Supports (all styles) and Scholl "FOOT-EAZERS" will help you to bigger profits, better success and more prestige as a shoeman. Remember, you need not pay duty, and you are patronizing Canadian industry. **WRITE FOR SAMPLES**

# The Scholl Mfg. Co.

## 472 King St. West, TORONTO

Chicago - New York - San Francisco



# CALF LEATHERS

## OF ALL KINDS FOR FALL SHOES



### Browns, Tans and Blacks

Heavy and Light Weights

Viscolized, Waterproof or Regular Finishes in Calfskins for both Men's and Women's Shoes.

Our unexcelled facilities enable us to turn out the finest leathers at the minimum of cost.

---

*SAMPLES SENT on APPLICATION*

**DAVIS LEATHER CO.**

LIMITED

Newmarket, Ontario, Canada

# BUSINESS WILL

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# BE GOOD

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☞ This is what everybody says, and what everybody says usually comes true.

☞ There is no country on the top of the earth where things look brighter than they do in Canada at the present moment.

☞ Everything points to prosperity in every line of business.

☞ The Boot and Shoe trade is no exception, and if you want to reap the benefit of the good times get into the swim.

☞ Show your faith in your country's progress by laying in a stock of Boots and Shoes that will prepare you for the incoming tide.

☞ We have just the goods you need in every line and can fix you up to a nicety as to price and prompt delivery.

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**JAMES ROBINSON**  
182-186 MCGILL STREET  
MONTREAL  QUEBEC



# Maple Leaf Rubbers

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**Our  
Prices  
are  
Right**

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**The Best  
Rubbers  
Made in  
Canada**

---

*We carry a complete stock. Now is the time to place your orders. There is no rubber made in Canada that excels the Maple Leaf Brand in style, fit and finish, and for wearing qualities they cannot be beat.*




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**JAMES ROBINSON** 182-186 McGill St.  
Montreal, Que.

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# Ladies' Ankle Strap Rubber

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*ASK FOR WOMEN'S "RITA"*

☞ It is made on any of our regular women's lasts.

☞ The sample from which the cut is made, is on our latest style for women, called "HAVANA" Toe.

☞ We have the shape in three widths: S. M. and F.

*ASK TO SEE SAMPLES*

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## CANADIAN RUBBER CO.

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OF MONTREAL, LIMITED

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# Men's Cromer or Niagara

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¶ This cut shows how our Men's Light Self-Acting Overs look on our new men's shape, it is called the "RUGBY TOE."

¶ Note the *high toe*—to fit your latest leather shoe. We can make *any line* on this last.

ASK TO SEE SAMPLES

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## CANADIAN RUBBER CO.

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OF MONTREAL, LIMITED

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WHEN YOU SEE THE  
TRADE <> MARK  
YOU KNOW IT'S FAST COLOR

WHEN YOU SEE THE  
TRADE <> MARK  
YOU KNOW IT'S FAST COLOR

## THE BEAUTY IN A DIAMOND FAST COLOR EYELET

WHILE everything else about a shoe grows dull and unsightly with wear the beauty of Diamond  Fast Color Eyelets does not change; they retain the same bright, new appearance throughout the wear of the shoe; in fact if it were practicable to transfer them from one shoe to another a Diamond Fast Color Eyelet would outwear several pairs of shoes. As they cannot wear brassy their bright, new appearance adds wonderfully to the satisfaction of shoe wearers, millions of whom are learning every month just what the little Diamond  Trade Mark means, and knowing will certainly want Fast Color. They should be in every good shoe. It's for you to say whether you will have them in yours. Just specify Diamond Fast Color when you order.

 United Shoe Machinery Co. of Canada 

Office and Factory: Lagachetiere and St. Monique Streets, Montreal

# SHOE

## LOGIC

- ☞ It is better to buy a good shoe than a poor one.
- ☞ A shoe cannot be good unless made of good material.
- ☞ The good material must be put into the hands of good mechanics.
- ☞ The good mechanics must have the best factory equipment.
- ☞ It is because all these essentials are fully met that the McCready factory is turning out the most stylish and fashionable footwear in Canada.

# McCREADY

## IS THE NAME

The  
Reason  
Why  
McCready  
Shoes  
are  
Always  
Popular  
is  
Because  
They  
Never Fail  
to  
Give  
Perfect  
Satisfaction

**The James McCready Co.**

Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH

Vice-President and General Manager

# PHILIP JACOBI

SOLE MANUFACTURER OF

"TAILOR-MADE" OVERGAITERS and LEGGINGS

**First for  
FIT,  
FASHION  
and QUALITY**



In Leather and Corduroy



In Leather and Corduroy



(REGISTERED)

See that this Label is on the Inside

**Shoe Findings and Shoe Store Supplies**

5 WELLINGTON ST. EAST

TORONTO, CANADA

BUY THE  
**MINER RUBBER**



BEYOND ALL DOUBT SUPERIOR IN EVERY WAY  
MADE BY  
THE MINER RUBBER CO. LTD. OF GRANBY, QUE.



"I TOLD YOU TO ALWAYS  
WEAR YOUR RUBBERS"

M

# The Test

M

Put your rubbers to the test this season—consider the style, observe the finish, KNOW how they're made, what they're made of, the mill that makes them, and the "man behind." Then remember the "MINER RUBBER" and wait to see the samples.



**RIMOUSKI**  
Thigh sporting boot, fashion or fleece lined.



**COMPTON**  
Men's, duck vamp, fashion lined.



**PACIFIC**—3-eyelet laced.  
All duck, fashion lined.



**SCOTIA**  
3-eyelet, leather top.



**BUSHMAN**  
7" leather top.

Our range of heavy goods is most complete. We know they're made RIGHT—out of the real stuff. You will find them to be excellently finished.

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

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**M**

# Genuine Quality

**M**

¶ You will find that every rubber bearing the stamp "The Miner Rubber" will have all the earmarks of genuine honest quality. We have the largest rubber shoe factory in Canada and it will be kept humming the whole year through because you recognize real merit. Nothing of any nature whatever will be allowed to lower the Miner standard.



**NEW YORK**  
Velvet grip.



**DANDY**  
Self acting.



**ROYAL**  
Storm, net lined.



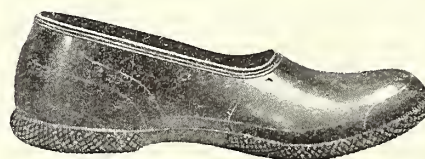
**TOPEKA**  
Cashmerette, 4 buckle excluder.



**ALASKA**  
Jersey storm, fleece lined.



**HERO**  
Self acting, rolled edge.



**ROVER**  
All duck spring heel over.

¶ "Miner" men's rubbers will satisfy the most critical. Their appearance will attract them all. The lasts have been most carefully chosen—they will be most successful. Every pair is as perfectly made as can be.

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

**M****M**

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# The Secret

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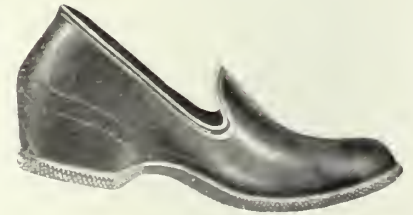
¶ There is far more to a rubber shoe than mere rubber—than mere work—than mere shape—than mere brightness of finish. In the combination of these with the *right* kind of experience lies the secret of the best rubber. Judge “The Miner Rubber” by this test.



**SOCIETY**  
Light storm, French heel.



**EUNICE**  
Fine light storm, net lined.



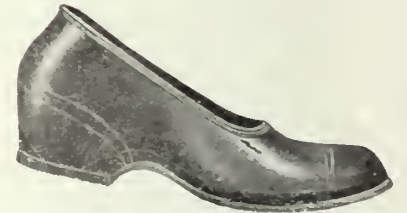
**LENNOX**  
Rolled edge storm.



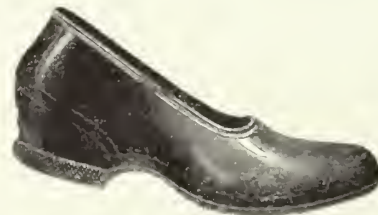
**BEAUTY**  
Fine croquet, French heel.



**PETITE**  
Fine light zephyr croquet.



**MAXINE**  
Fine croquet, toe cap.



**SYLVIA**  
Cushion heel, croquet.

¶ Women dislike to wear rubbers. They claim they make their feet look and feel “clumsy.” A rubber SHOULD be made to cling closely to all parts of the shoe. The right last and good live rubber will satisfy any woman.

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

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**M**

**M**

# Honestly Good

Yes, we'll sell our output on the fact that "Miner" Rubbers will be honestly good. Nothing but the best of everything, including stock and workmanship, will be found in a "Miner" Rubber.

**"Miner" Rubbers,  
the best that can  
be made from the  
best materials.**



**"Miner" Rubbers  
made in the best  
equipped factory  
by the best work-  
men in the country.**

**TOWNSHIP**

Men's watered silk leg, fleece lined, also in misses', children's, boys', and youths'



**DUCHESS**

Jersey Button Gaiter, Cuban Heel



**PRINCESS**

2-buckle cashmerette excluder



**DUFFERIN**

2-buckle jersey excluder, fleece lined

# The Miner Rubber Comp'y

GRANBY, QUE.

Limited

**M**

**M**

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## Where "Miners" and "Sheffords" Are Made

M



**The Largest and Best Equipped Rubber Shoe Factory in Canada**

- ☐ This is where the best are made—Miners and Sheffords.
- ☐ The main factory is 250 ft. x 60 ft. and five storeys, used in the manufacture of Rubber Shoes alone. In connection with the factory itself is a box and carton factory, machine shop and immense warehouse.
- ☐ The factory capacity is 20,000 pairs per day—figure out what that means. The machinery is the very best that money can buy. The mechanics are all experienced in the making of Rubber Shoes.
- ☐ In short, "Miner Rubber" will be found stamped on the best Rubber Shoe that can be made.

---

☐ **Made in Granby, Que.**

☐ **Sold by F. Maranda, 21 Notre Dame Street, Quebec City.**

☐ **Sold by Jackson & Savage, 302 Eastern Townships Bank Bldg., Montreal.**

☐ **Sold by Geo. E. Boulter, Limited, Front St. West, Toronto.**

# The Miner Rubber Comp'y

GRANBY QUE.

Limited

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# THE RIDEAU LINE

## FOR FALL

*Will give the dealer who has a talent for money-making an unusual opportunity for increasing his sales*



Men's Tan Storm Moose, 14 in., Buckle Sporting Bal., Bellow's Tongue, Double Viscolized Soles on Prospector Last.



Men's Tan Buckide Blucher Bal., Heavy Slip Soles on Grecian Last.

Our range of New Styles is a revelation in the art and we know that a careful examination of the lines and comparison of values easily puts us in the lead. We aim to give the highest class of footwear for the lowest possible prices ever attempted by any Canadian Manufacturer. Our representative will prove this to you.

## THE RIDEAU SHOE COMP'Y LIMITED

### MONTREAL

GEO. G. LENNOX, WINNIPEG, Distributor of Rideau Shoes in Western Canada.



Fine  
Shoes

For  
Particular  
People

Complete Range  
Men's, Women's,  
Boys', Misses'  
and Children's,  
*in Turns, McKays*  
and Goodyear  
Welt. :: :: ::

LINTON SHOES  
HAVE STOOD THE TEST  
FOR FIFTY YEARS

No Live  
Dealer can  
Afford to  
Overlook  
Our Lines

WHY  
Not Benefit  
By Our Long  
Experience?



JAMES LINTON & CO.

VICTORIA SQUARE

MONTREAL, P.Q.

# PACKARD'S

## SHOE STORE SPECIALTIES



### PERFECTION ARCH CUSHIONS

Light, flexible, durable, non-metallic ARCH SUPPORTS give instant relief by taking off the muscular strain and supporting the Arch. Cures flat foot, weak ankles and helps tired feet. *Made in All Sizes for Men and Women.*

### FEATHERWEIGHT PNEUMATIC HEEL CUSHIONS

Worn inside the shoe under the heel—absorb the jar—save nerves and spine. A great help for all who have much walking to do.

*In Men's and Women's Sizes.*

### PACKARD'S "COMFORT" BUNION PROTECTOR

Takes the pressure of the shoe off the Bunion.

*Thoroughly Ventilated.  
Relieves Instantly.  
Cures Permanently.*



A full stock of all the leading lines of Arch Supports, Heel Cushions, Bunion Protectors, Ankle Supports, Etc., kept in stock. See our handsome new catalogue—if you have not yet received one drop us a postal—IT IS FULL OF MONEY MAKERS FOR THE SHOE STORE.



### ROYAL FOOT STOOLS

In oxidized or plain nickel finish—a useful and ornamental addition to any shoe store—a very light, strong and durable stool.

We are Headquarters in Canada for all the LATEST NOVELTIES in Window Fixtures, Shoe Store Supplies and Shoe Findings. ♪ ♪

**L. H. PACKARD & CO. LTD., MONTREAL**

*Doctors*  
 ANTI-SEPTIC SHOE (NON)  
 PAT 1908-909 PERSPIRO

This **TRADE MARK** Stamped on the sole denotes a specially constructed, waterproofed Goodyear Welted shoe.

The Construction and Stitching are different from any shoe made. **THREE SOLES** must be worn through before the foot can get wet.

THE LININGS,  
 INNER SOLES AND  
 ASBESTOS  
 THERMAL SOLES  
 ARE TREATED  
 ANTISEPTICALLY.



SOLES AND  
 UPPERS ARE  
 WATER-PROOFED.  
 ALTOGETHER AN  
 INSULATED SHOE  
 AGAINST COLD OR  
 MOISTURE.

MADE IN NEW SHADE TAN WINTER CALF AND CHROME BOX CALF.

Look for  
 This Stamp

*Waterproofed*

On Every  
 Pull Strap

PATENT NO. 111543

**SOLD BY ALL WHOLESALE HOUSES**  
 FULLY COVERED BY PATENTS IN 1908-1909. TRADE MARK REGISTERED.

Manufactured **WHOLESALE ONLY** by

**The Tebbutt Shoe & Leather Company**  
 THREE RIVERS, QUE.

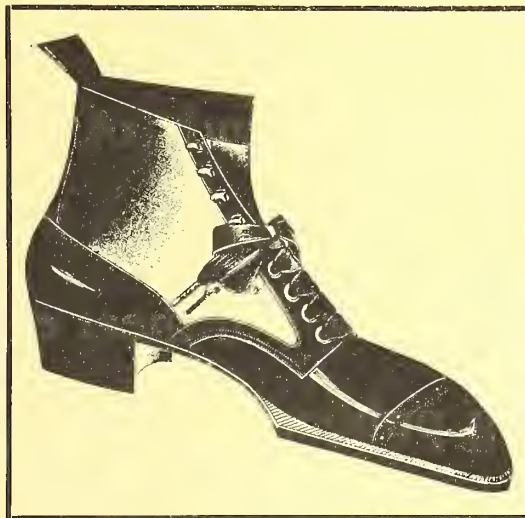


FOR

# TENDER FEET

The "NON-PERSPIRO," a light cool shoe with *Flexible Innersoles and Soles Goodyear Welted*. Specially constructed for tender feet. *Innersoles and Linings* are treated *Antiseptically* preserving them from decay through perspiration.

HAS ALSO A  
MEDICATED  
THERMAL  
CENTRAL  
SOLE OF  
ASBESTOS



—MADE IN—  
VICI KID  
TAN CALF  
VELOUR CALF  
PATENT CALF  
— ETC. —

DO NOT PLACE YOUR ORDERS FOR HOCKEY SHOES UNTIL YOU HAVE SEEN OUR LINES

**SOLD BY ALL WHOLESALE HOUSES**  
FULLY COVERED BY PATENTS IN 1908-1909. TRADE MARKS REGISTERED.

Manufactured **WHOLESALE ONLY** by

**The Tebbutt Shoe & Leather Company**

THREE RIVERS, QUE.

# SURPASS

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# SHOES

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¶ When it comes down to the fine thing, what people want to-day is a shoe that will give good service.

¶ We have made a study of just that very point, and in the Surpass Shoe we are offering the trade a line that will meet every demand of an exacting public.

THE LOUIS  
GAUTHIER CO.

LIMITED

QUEBEC, P.Q.



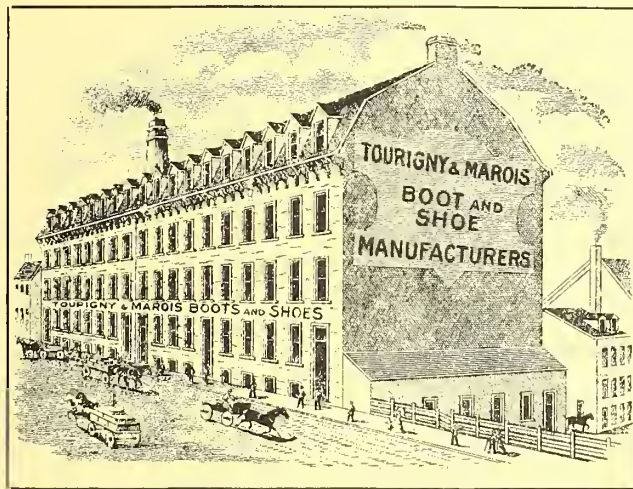
# TO THE JOBBERS

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WE  
SPECIALIZE IN  
**GOODYEAR WELTS  
TURNS, McKAYS and  
STANDARD SCREW**  
IN DONGOLA AND CALF

---

**Samples Now Ready for Fall Trade**



Though our output last year increased 25 per cent. our increased facilities enable us to handle additional Fall Trade promptly.

---

**OUR LINES ARE HANDLED BY LEADING  
JOBBER'S FROM COAST TO COAST**

---

**TOURIGNY & MAROIS**

12, 14, 16 ARAGO STREET - - QUEBEC, P.Q.

# PACKARD'S "SPECIAL" SHOE DRESSINGS



## Mon-Ami WATER PROOF Boot Polish

THE MOST SCIENTIFIC AND UP-TO-DATE LINE ON THE MARKET TO-DAY

The latest improvement in combining oils and other leather preservatives so as to form a Boot Polish giving a brilliant lasting shine, softening the leather and waterproofing it at the one operation.

## A MONEY MAKER FOR YOU

### SOME of our OTHER STANDARD LINES are:



Combination Dressings in Black, Tan, Ox-Blood and Brown. Each Box contains a 4-oz. Bottle of Liquid and a Tin of Paste.



Ladies' Special Black. A Self Polishing Liquid in a 6-oz. Bottle. Put up in an attractive carton.



French Glycerine Dressing. A 10c Liquid Self Polisher. There is a good demand for a Cheap Dressing.



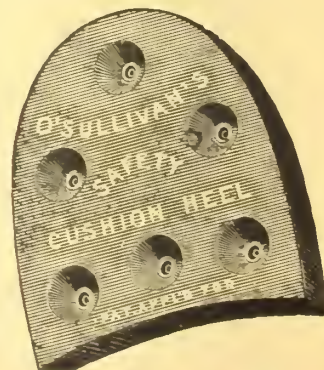
Patent Leather Cream Put up in two sizes keeps the leather soft and pliable



Combination Dressing Pony Size Similar to our Large Combination in Quality In All Colors

# O'SULLIVAN'S SAFETY CUSHION RUBBER HEELS

are made of best quality virgin rubber—are more resilient and lasting than any other heel on the market. The kind to build a reputation with.



**They please your customer and a pleased customer calls again**

**L. H. PACKARD & CO. Ltd., MONTREAL**

CANADIAN AGENTS FOR O'SULLIVAN'S RUBBER HEELS

Manufacturers of HIGH CLASS SHOE POLISHES



“WHAT WE HAVE WE HOLD”

## “MERCHANTS RUBBERS”

☞ Merchants Rubbers are the acme of perfection in Rubber Footwear. They have an enviable reputation. Being universally KNOWN to the trade as leaders in Quality and Style.

☞ The most up-to-date dealers to-day are handling “Merchants”—why not you?

☞ We value the custom of all our old friends which **we intend to hold.** It will pay you to await our representative before ordering for another season—He has a special proposition which we KNOW will interest you.

☞ You have everything to gain by buying “Merchants” from

**Blachford Davies & Co. Limited**

AGENTS FOR NORTHERN AND CENTRAL ONTARIO

60-62 Front Street West - - - - TORONTO

# This is the era of Canada's development of her land



## *Merchants Rubbers*

are in the front rank and one of the great factors in the march of advancement. From every old and newly developed district comes the demand for these popular rubbers. Better wearing, better fitting, better satisfaction than ever.

OUR AGENTS WILL  
QUOTE YOU PRICES

**The Merchants Rubber Co. Limited**  
*BERLIN, ONTARIO*



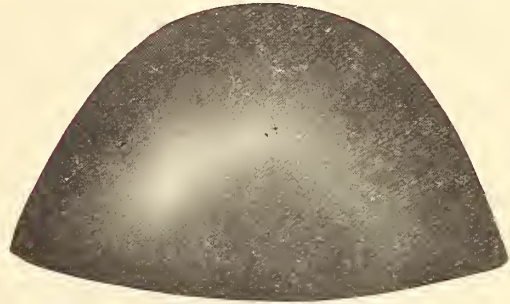
Our process for manufacturing a waterproof shoe instantly satisfies the critical eye of the practical shoeman. Not clumsy or heavy, and as near absolutely waterproof as a welt boot can be made. We show a line to retail at \$5.00 tan or black, just what fills the requirements of the trade.

## Sovereign Shoe Company

102-104 Atlantic Ave - - Toronto, Ontario

# Box Toes

## THAT COME ALIKE



You cannot have a neat looking toe on a poorly made box. There must be uniformity as well if there is to be good appearance.

We have carefully studied those points and are now making a specialty of Men's and Women's High-Grade Leather Box Toes for Goodyear and McKay.

We are making a variety of Box Toes such as Cork, Waterproof, Felt, and Combination Leather and Canvas, which are giving the greatest satisfaction.

Our Cork Waterproof Toe is becoming more popular than ever. Why? because it is cheaper than leather and gives equally good results.

## Independent Box Toe Co.

722 Visitation St.  
MONTREAL

Tel. Bell  
East 6001

L. H. Dupre  
Manager

WHERE  
**AMHERST**  
MAKE  
EXCELS

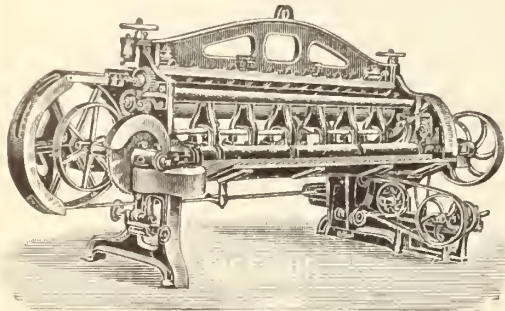
7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR

# Moenus Machine Works Limited

Frankfort o. M., Germany

Established In 1862

GRAND PRIX—Awarded at  
the International Exhibition,  
PARIS, 1900,  
MILAN, 1906.



No. 53  
MOENUS BAND KNIFE SPLITTING  
MACHINE

The only machine that will split direct  
from the lime in every way satisfactorily.

Hundreds of first class references and  
testimnoials.

We build the machine in 4 sizes—5 ft.  
6 ft., 7½ ft. and 9 ft.

**Machines for Tanneries,  
Boot and Shoe Factories  
and Belting Manufacturers.**

Complete outfits for the whole leather trade.

## Bicycle Step Ladder

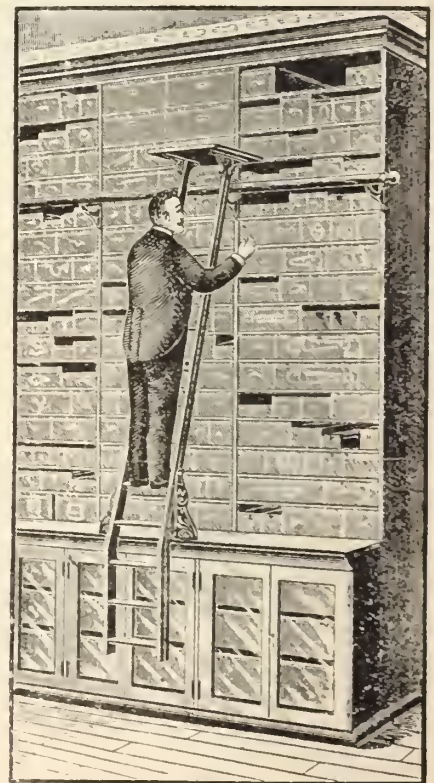
*Made of Oak*

*Natural Finished Wood*

*Japanned or Nickel-plated Mountings*

## CASH and PACKAGE CARRIERS

WRITE FOR CATALOGUE



Manufactured by

**The Hamilton Brass Manufacturing Co., Limited**

Montreal Office, 327 Craig St. W.

HAMILTON, ONTARIO



# Don't Burden Your Shelves With Stock that it would Take a Derrick to Move

What you want is a line of quick sellers, where you turn over your money often and your profits amount to more in the long run. The **YAMASKA** Brand of Staples is just what you need. There is no better value for the money. They are just what the people want, and the price is popular.

## J. A. & M. Cote Co., Limited ST. HYACINTHE, QUEBEC.

# 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 a beautiful finish. Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. Also Buck, Castor and Cravenette. A fine, dry powder, so quickly and easily applied. No waiting for shoes to dry. No matting down of the nap. Put up in *all* colors, state color wanted. Per box 25c., also *liquid* colors if preferred.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, brüles, etc. Retail 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "BON TON" SHOE CREAM. "BON TON" black cream (in opal glass jars with screw covers that can be easily opened and closed; a vast improvement over paste in tin boxes) for reviving the luster of patent and all shiny leather shoes and slippers. BON TON BROWN for golden brown and the new shades of brown kid and calf shoes. BON TON RUSSET for ALL kinds of russet and tan shoes. BON TON RED for ALL red shoes. All 4 colors in 2 sizes to retail at 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.

Headquarters for bronze, for all bronze shoes; also green Polishes for green Shoes.

**MONTREAL ROLLING MILLS CO'Y**  
 TRADE  MARK  
**MONTREAL.**

Manufacturers of

**ALL KINDS OF TACKS AND NAILS FOR  
 THE BOOT AND SHOE TRADE**

---



**SHOE NAILS**



**SHOE TACKS**



**SHOE RIVETS**



**This Brand is a Guarantee of Good Quality**



*Kant Krack* AND *Dainty Mode*

# RUBBERS

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**HAVE STOOD THE TEST**

The Only Exclusive Lines of Rubber Footwear  
in Canada

**Procure Them and our System  
of Direct Advertising**

STOCKS CARRIED BY

**J. LECKIE CO.**

Vancouver, B.C.

**The KILGOUR, RIMER CO., Limited**

Winnipeg, Man.

**L. HIGGINS & CO.**

Moncton, N.B.

Halifax, N.S.

**ROBINSON AND LINDSAY RUBBER Co.**

TORONTO

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CANADA



# SEASON 1910-11

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Everything points to a bright and prosperous year for the rubber trade. All over the land, conditions never were better for it. The country is growing fast, home markets spreading out and getting bigger, business is booming, everybody has work or money.

And everybody has to buy rubbers.

Have the "Maltese Cross" brand ready for them. Whether they know it or not, that is the rubber they want. In style, fit, quality—everything that makes a rubber saleable and wearable—the "Maltese Cross" brand has been taking first place. This year, more than ever before, it can claim to be the leading line of Rubber Footwear.

This Company is a purely Canadian organization, and is not in any way, shape or manner a part of or connected with any Combination or Trust. It is entirely independent and its aim is to produce and sell at fair prices the most reliable goods on the market. In Rubber Footwear, the "Maltese Cross" brand is the result.

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## The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

Head Office: 47 Yonge Street  
TORONTO, CANADA.

Branches:            Montreal            Calgary            Sydney, N.S.W.  
                          Winnipeg            Vancouver        Melbourne, Vic.



**The Mark of Superiority**



The 1910 Lines of **ELMIRA FELTS** represent all the most up-to-date features in Felt Shoe manufacture

# ELMIRA FELTS ARE THE VERY BEST

**ELMIRAS** have won a most enviable reputation for Superiority in **FIT, STYLE** and **WORKMANSHIP**, assuring perfect comfort. Write for Catalogue and Price List.

## G. V. Oberholtzer Co. Limited



Berlin



Ontario



# ≡ "NUGGET" ≡

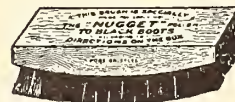
POLISHING OUTFITS, PADS AND BRUSHES

**REDUCED IN PRICE — BUT NOT IN QUALITY**

The **NEW PRICE** shows a **BIG MARGIN** of **PROFIT.**



The first outfit on the market and still the **BEST VALUE.**



If you have not received the new prices drop us a card

**THE NUGGET POLISH COMPANY, LIMITED**  
OF CANADA



TORONTO

-

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HALIFAX



# Arch Supports

COST YOU  
\$12.00 A  
DOZEN PAIR

RED TRADE CROSS  
  
FOOT MARK REST'R

RETAIL AT  
\$2.00  
A PAIR

The very latest production in scientific Arch Support Appliances

Strong, Springy, Light and Easily Adjustable

Every point a selling point. The Best for the money

**The Red Cross Arch Support Co.**

CHICAGO, ILL.

Aug: 15<sup>th</sup> 1911  
B.B.

**Williams**  
**Shoe Co.**

BRAMPTON  
ONTARIO

— The —  
*House of Promptness*



It is worthy of note that every pair of shoes turned out of our factory is backed by our reputation for reliability in the matter of material, fit and finish. Our lines include Men's, Women's and Children's in all the leading styles and lasts. Our splendid factory facilities enable us to turn out all goods on the closest margin.

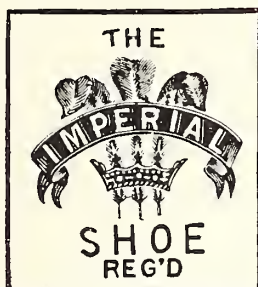
# SPRING SORTING

## READY

to look after your  
sorting orders  
with a good  
stock of the ever  
reliable

## IMPERIAL and BEAVER BRANDS

of fine shoes for  
Men and Women,  
the brands that  
have always  
given our cus-  
tomers a full  
measure of sat-  
isfaction.



## READY

with a large  
supply of the  
**MAPLE  
LEAF  
BRAND**

All solid leather  
heavy shoes in  
Men's, Boys',  
Women's, Misses  
and Children's.

Remember our exten-  
sive range of Women's  
Oxfords including the  
newest designs in Wo-  
men's Patent Ankle  
Strap Pumps, Women's  
Tan Calf Ankle Strap  
Pumps, Women's Pat-  
ent One and Two Eyelet  
Ties, Women's Tan Calf  
One and Two Eyelet Ties.

# McLAREN & DALLAS

30 Front Street West

TORONTO = = CANADA

# McLAREN WHOLESALE DISTRIBUTOR

30 Front St. West  
TORONTO



**LUMBER KING**  
Stock No. 1040  
Men's, rolled  
edge and heel.



**ARCTIC**  
Stock No. 74  
Men's heavy  
Arctic, rolled  
edge and heel.



**SHORT BOOT**  
Stock No. 12  
Felt lined.  
Stock No. 13  
Fashion lined.



## The Maple Leaf Idea "N"

MAPLE LEAF RUBBERS are made only from selected materials, and it is an undisputed fact that they contain more pure rubber than any other brand of rubber shoes made in Canada. ANYONE CAN MAKE CHEAP RUBBERS, but it takes an artist to make "MAPLE LEAF QUALITY"



**PEERLESS**  
No. C162—Men's light plain  
over, self-acting heel.  
Varsity last.



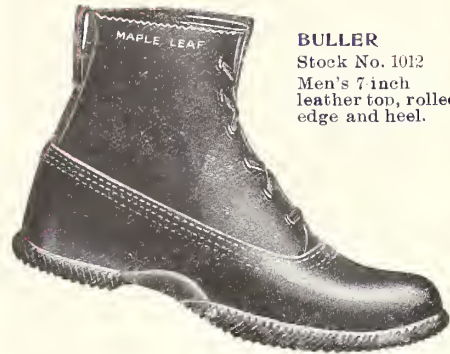
**CHAMBERLAIN**  
No. K175—Men's light  
over. Educator

# HEADQUARTERS FOR



# DALLAS MAPLE LEAF RUBBERS

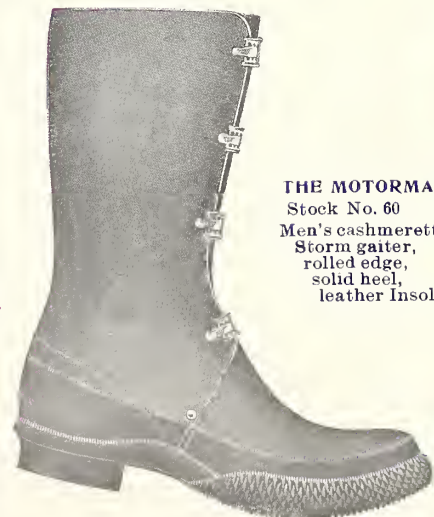
30 Front St. West  
TORONTO



**BULLER**  
Stock No. 1012  
Men's 7 inch  
leather top, rolled  
edge and heel.



**LACEIT** Stock No. 1035  
Men's Lumberman's,  
rolled edge  
and heel.



**THE MOTORMAN**  
Stock No. 60  
Men's cashmerette  
Storm gaiter,  
rolled edge,  
solid heel,  
leather insole.

## Low Cheap but How Good"

Our salesmen are now on the way to you with a complete line of MAPLE LEAF RUBBERS, containing many new designs as well as the "OLD RELIABLES." In deciding on your rubber shoes for the coming season remember that to buy rubbers made of cheap materials is a worse investment than a bogus gold mine. MAKE IT "MAPLE LEAFS" for 1910 and be insured against all rubber worry.



No. M952—Women's plain  
Croquet slipper.  
Toronto Brand.  
Elite last.



No. M942—Women's ACME  
Storm Slipper.  
Toronto Brand.  
Elite last.

# MAPLE LEAF RUBBERS



# THE      VERY      BEST

☪ The one great outstanding reason for the ever increasing sale of "Elmiras" is their unequalled wearing qualities. They are made to wear and can't help it, having only real wool in them—no shoddy imitation in these goods. They also have that catchy appearance that **MAKES** them easy sellers.



☪ You can always honestly recommend Elmira Felts as the very best.

☪ We have just added a number of special new fine lines to our samples that will interest you, and our salesmen will be glad to call and show them.

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## McLAREN & DALLAS

30 Front Street West = Toronto, Can.

Wholesale Distributors of

**ELMIRA FINE FELT FOOTWEAR**

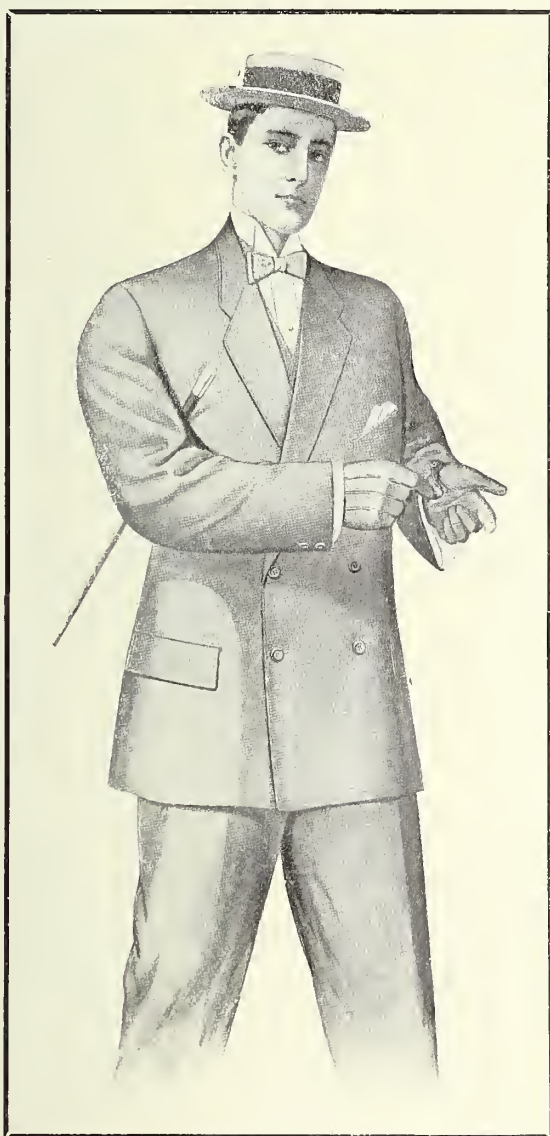


# FALL 1910 SAMPLES

**Will be Ready for your Inspection March 15th**

*To Retail at \$4 to \$5, and it has been our aim to make this the Smartest and Best Line on the Market.*

Highest possible Quality at the Right Price. Let our travellers "SHOW YOU."



5 NEW LASTS—The very latest productions from Boston and New York.

STYLES—Entirely new and up-to-the-minute. Patterns drafted by the leading Style and Pattern Makers of Brockton.

RESULT—A Guarantee of Correct New Styles combined with MURRAY'S recognized High Grade Shoe Value.

DON'T pass the opportunity of carefully inspecting these new Fall Models of Wearable Stylish Shoes.

A Live Line for Progressive Shoe Men. You WILL BE INTERESTED.

**MURRAY SHOE CO. Limited**

**London - Ontario**



## IS DIFFERENT

*In making our initial entrance to the Shoe Trade of Canada, we do so with the utmost confidence of winning your approval and support.*

**All we ask is that You, Mr. Shoe Dealer,  
SEE THIS LINE**

**CLEO**  
FOOTWEAR

*Styles—Have been created by the leading Designers of America.*

**CLEO**  
FOOTWEAR

*Lasts—Are the Newest and Best production from the Shoe Centres of the World.*

**CLEO**  
FOOTWEAR

*Quality—Will be a Guarantee of Shoe Satisfaction.*

**CLEO**  
FOOTWEAR

*Prices—To Retail at \$3.50 to \$4.00  
(Goodyear Welts only).*

**CLEO**  
FOOTWEAR

*Travellers—Will be starting out this month.*

**Investigate and secure Exclusive Agency**

# CLEO SHOE COMPANY

London - Ontario

# GRANBY'S RUBBER FOOTWEAR

*is the surest protection against  
the hard and rigorous weather  
of the Canadian winter.*

*Granby's insure the comfort of  
the wearer.*

*The best value offered in  
Rubbers.*

---

SOLE SELLING AGENTS

**AMES-HOLDEN Limited**

MONTREAL    TORONTO    WINNIPEG    VANCOUVER

CALGARY    EDMONTON    ST. JOHN, N.B.

*Granby  
Rubbers*



*wear like  
Iron*

# GRANBY

are still the recognized standard for stylish, well-fitting rubber footwear in Canada.

Our lines include a full range from the finest ladies' wear to the heaviest lumberman's.

We have an exceptionally well equipped factory and all the latest scientific methods are employed for turning out the most perfect rubbers made.

---

Sole Selling Agents

**AMES-HOLDEN Limited**

Montreal   Toronto   Winnipeg   Vancouver  
Calgary   Edmonton   St. John, N.B.

# RUBBERS

**There are many things which have contributed towards placing Granby Rubber Footwear at the head of the list, but amongst the many things may be mentioned the strict adherence to quality which has invariably been insisted upon by the management. Nothing but the best material is used and none but skilled artisans are employed.**

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**Sole Selling Agents**

**AMES-HOLDEN Limited**

**Montreal   Toronto   Winnipeg   Vancouver  
Calgary   Edmonton   St. John, N.B.**

# In the Great Canadian Northwest

*Rubber footwear is put  
to the severest tests and  
no line has given the  
entire satisfaction which*

## Granby

*has. This is owing to  
the fact that we have  
made a special study of  
Northwest conditions and  
have specially adapted our  
lines to the climatic and  
other conditions peculiar  
to our GREAT WEST.*

SOLE SELLING AGENTS

**Ames - Holden Limited**

Montreal Toronto Winnipeg Vancouver  
Calgary • Edmonton • St. John, N.B.



WEAR LIKE  
IRON



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



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

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**United Shoe Machinery Co. of Canada**

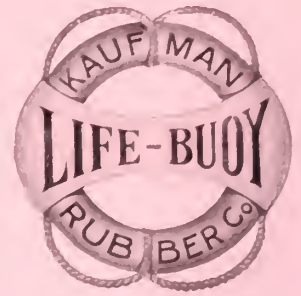
Lagauchetiere and St. Monique Sts. - - - - MONTREAL, QUE.

# The Life- Buoy Line

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for the season of 1910 has been *Lengthened* and *Strengthened* by many desirable features.

Our travellers will show you some entirely new lines in Rubber Footwear—saleable, trade-increasing lines that will be appreciated by the buying public. We have also made some decided improvements in construction that will give longer wear to the rubber and increased satisfaction to the retailer and the consumer.



THEY NEVER LEAK

## Life-Buoy Rubbers

have earned for themselves during the past year an enviable reputation for *good quality* and we are determined that this reputation shall not be endangered in the years to come.

We are an INDEPENDENT COMPANY doing business on the MERITS OF OUR GOODS and it will be to your advantage to SEE THE LIFE-BUOY LINE BEFORE PURCHASING.

---

*The*  
**Kaufman  
Rubber  
Company  
Limited**  
Factory and Head Office  
**Berlin  
Ontario**

---

**Branch Warehouses:**

**Toronto**  
70 York Street

**Ottawa**  
281 Wellington Street

**Montreal**  
310 Craig Street West

**Truro, N.S.**

**Charlottetown**  
The Charlottetown Rubber Co.

**Winnipeg**  
Geo. G. Lennox, 159 Portage Av. E.



# SOME OF THE LIFE-BUOY LINES



No. 87—Men's ARCTIC



No. 18—Men's LACEIT



No. 81—Men's PERFECTION



No. 60—Men's TEMPEST



No. 77—Men's GRIPSOLE



No. 66—Men's FAVORITE



FIRST QUALITY BRAND



No. 12—Men's LUMBERKING



No. 356—Women's BLIZZARD



No. 375—Women's ZEPHYR Fashion Last



No. 360—Women's TEMPEST



No. 348—Women's VICTORIA



No. 377—Women's Fairy Foothold



No. 343—Women's COUNTESS

Made by  
**THE KAUFMAN RUBBER CO. Limited**  
BERLIN, ONTARIO

# WOOD-MILNE RUBBER HEELS

Have by far the

**LARGEST  
SALE  
IN THE  
WORLD**

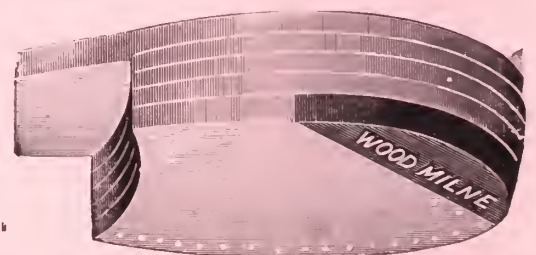
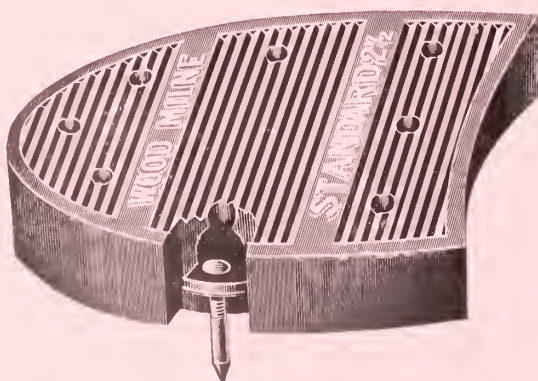
==  
**English  
Manufacture**



These REVOLVING HEELS revolve of themselves as the wearer walks. They require no attention when once fixed. They absolutely prevent heels from wearing down—and last about four times as long as any other make. Wherever introduced they have practically superseded the old shaped heels.



**Price Lists  
and  
Samples  
on  
Application**



HEEL TIP—The rubber cushion is inserted just where it is wanted.

## WOOD-MILNE LIMITED

LONDON

PRESTON

PARIS

Wholesale Agents for Canada: JAS. DUNN & CO., Finsbury St., London, Eng.

**Stocks held by C. PARSONS & SON, Limited, Toronto**

# PHILIP JACOBI

MANUFACTURER AND IMPORTER OF

LADIES' BOUDOIR and INFANT FOOTWEAR  
SPECIALTIES

Ladies'  
Boudoir  
Slippers  
Make the Feet  
Comfortable



"Never-Slip"  
Soles.  
India Kid  
or  
Suede Leather  
Uppers



In Almost Every Color and Style



A COMPLETE LINE OF INFANTS' FOOTWEAR ALWAYS ON HAND SHOWING 150 VARIETIES



EVERY FIRST-CLASS SHOE STORE REQUIRES THESE GOODS

5 WELLINGTON ST. EAST

TORONTO, CANADA

# For All Kinds of Hard Wear



## Metallic Heels and Counters

MADE OF STEEL

Are the best wear resisters ever invented. Shoes that are subjected to rough usage invariably show the first signs of wear at the heels, and when the counters break down or wear through, the shoes are practically worn out. Metallic heels and counters take absolute care of these important parts of the shoe, as the heels cannot wear uneven or the counters break down where they are used, and they do not add to weight. FULL INFORMATION GLADLY SENT UPON REQUEST.

**United Shoe Machinery Company of Canada**

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

# Tilley's Suede Dressings

**IN ALL SHADES**

**\$1.50 DOZEN**

## Tilley's Sovereign Shoe Polish

**For Canvas Goods—All Shades**

**85c. DOZEN**



*(Illustration shows one-half of \$1.50 size.)*

### TILLEY'S COMBINATION

Two Sizes—75c. and \$1.50  
Black and Tan and Ox-Blood



### TILLEY'S REGENT WAX PASTE

Two Sizes—40c. and 75c. Dozen  
Black and Tan and Ox-Blood

Sample Box Sent Free of Charge on Request



*(Illustration shows one-half of 40c. size.)*

### TILLEY'S DUBBIN

Two Sizes—40c. and 75c. Dozen  
Black and Tan

**Full range of Scholl Arch Supports carried in stock**

**EVERYTHING** required for the Shoe Store carried in stock. Shipments made the day order received. Try our letter order department.

# CHARLES TILLEY & SON

MANUFACTURERS AND JOBBERS

**160 BAY STREET - - - TORONTO**

# THE O.P. SHOES

For Children attract by  
Three - Fold Power of

**BEAUTY QUALITY ECONOMY**

We handle only Misses', Youths', Little Gents',  
Children's and Infants' from  
25c. to \$2.50

---

## **A Notice**

We have the largest assortment of children's shoes on the market.

## **Something Appreciated**

We guarantee prompt shipments as we always carry well assorted stock of all our lines.

## **Our Travellers**

Are on the road with their "Felt" and Gaiter samples.

## **A Warning**

Don't place your felt orders before having had quotations from our travellers.

## **A Surprise**

In looking at our gaiters and leggings ("Made to Fit" Brand), for styles and prices.

---

**The O. Poirier Co. Limited**

530 ST. PAUL STREET, MONTREAL

Leathers, Shoe Findings and Shoe Store Supplies

# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 3.

TORONTO, MARCH, 1910.

\$1.00 per Year.

SUBSCRIPTIONS, Canada or United States, \$1.00 per annum in advance; to Great Britain and Countries in Postal Union 5s., prepaid. Advertising Rates on application.

ACTON PUBLISHING CO., Limited, Publishers

Office of Publication  
59-61 John Street, Toronto, Canada  
James Acton, President and Managing Editor    Phones Main 7427, 7428

TO avoid delays address all communications and make all drafts payable to the Company.

## Topics of the Day

### GETTING READY

Easter is earlier than usual this year and spring business ought to get off to a good start if the weather be at all propitious. Even the end of March in Canada, however, may be considered winter rather than summer, and it is difficult under such conditions to move people to the consideration of even "Easter bonnets," not to mention more needful luxuries or even staple requirements. Nevertheless a good deal of trade will be done on the strength of the hope that comes with Easter and the first few days of warm weather. The retail merchant will do well, therefore to give to the occasion that thoughtfulness and persistence of effort that will provide the utmost temptation to prospective customers. There are still sufficient days left for adequate preparation and as Easter decorations are more or less a simple problem it ought not to be difficult to signalize the first break in the monotony of the business and social year in a fitting manner. Time was when store and window decoration was left to the few more enterprising of tradesmen; to-day the old order of things is the exception rather than the rule. One has only to take a saunter along the main street of any of our smaller towns and villages to realize how the spirit of progress and enterprise has seized upon our business men.

### RUBBER PRICES

The rubber price lists issued over a year ago by the Berlin Rubber Company, the Canadian Rubber Company, the Granby Rubber Company, the Gutta Percha Rubber & Manufacturing Company, the Maple Leaf Rubber Company and the Merchants Rubber Company were naturally based on an estimated cost of crude rubber. The Kaufmann Rubber Company, practically new in the field, naturally figured on a similar basis. At the time of the issuance of this list the manufacturers considered that the raw product was too high and would come down. Consequently their prices were only slightly advanced. During that season, however, rubber went soaring to the skies and a further advance, which did not nearly cover the situation, was made. Prices of crude rubber went still higher, and then fell off. The manufacturers felt that at last the top had been reached and that prices were on the toboggan slide. But it was not to be. For the last

couple of months finest Para has been considerably over the two dollar mark. This should mean a further advance in the manufacturers' list prices, and although some of the manufacturers have reduced a few lines the list prices as a whole are a little higher. This considering increased rubber, cotton, wool, leather and labor costs should only be expected.

### THE MANUFACTURERS

Competition is the best thing for any business. Canadian made rubbers have proven this. During the last fifteen years no Canadian industry has shown more advancement than that of manufacturing rubber footwear. The battles fifteen years ago of the Canadian, Gutta Percha and Maple Leaf companies worked wonders. Then along came the Berlin Rubber Company, then the Merchants, both adding new ideas. The town of Berlin "got the habit" and the Kaufmann Rubber Company started a year ago selling to the retailer. This season the Miner Rubber Company commence operations in Granby, selling through district agents, and the North British Rubber Company, a Scotch concern, are in the field with, as yet, no announced selling plan. This continuous addition of new manufacturers with new ideas could, on account of the growth of the country, be only considered natural. There is room for them all to do a nice business at a good profit.

### THE AUTOMOBILE

The mention of the automobile may seem out of place in the Shoe and Leather Journal but such is far from the fact. The automobile industry directly affects the leather, leather shoe and rubber trade, and very seriously at that. It is estimated that, averaging things up, every automobile manufactured represents a hide used completely. Figure the new upholstering necessary on old machines, the leather used in chauffeurs' outfits, the 800,000 machines estimated as the output for 1910, and you will see the effect on the leather market. Then consider that every car turned out represents at once five tires, that each old machine, of which there must be at least 500,000 running this year, will need at least two new tires this year, that each tire contains say about twenty pounds of rubber, and we have the grand total of 115,000,000 pounds of rubber used in tires alone by the automobile. If only one-third of this tremendous quantity of leather and rubber could be conserved for the leather shoe and rubber trade what a difference it would make. The prices of raw rubber particularly would be considerably reduced.

### THE AUTOMOBILE AGAIN

Since writing the above the Shoe Journal has been shown two new patented inventions right along this line. They both represent new ideas in tire manufacturing. The first is the product of English brains. For some time the studded "treads" used principally on the rear wheels of the machine have been made of sole leather. This use has proven the wearing and friction possibilities of sole leather. The Englishman applying this knowledge has invented a process of manufacturing a complete outer tube of sole leather. The hide is first treated with lime in the usual way, the hair taken off, but in place of the usual tanning solution one containing rubber equal to a little over one pound to a tire is used. This would mean a saving of about eighteen pounds of rubber to the tire.

The second invention is an absolutely puncture proof tire patented by an American. If all tires were puncture proof an immense saving in the expense would be possible. But not only is this new tire puncture proof but it needs only about one-third the quantity of rubber in the tube itself. Perhaps the primary factor in its manufacture is the application of the "Fusible Core" idea. The core is made by mould, the mould removed, over the core a layer about one-half an inch thickness of a secret compound of gelatinous consistency is laid. The consistency of this compound is not affected by heat or cold. Over this compound the solid rubber tube is formed. Then the compound is cured right on to the solid rubber and when the correct "curing" heat is reached the tire is complete and the fusible core flows out. With this process the manufacture of tires can be increased four fold. The Shoe Journal representative saw a tire made in this manner punctured in over forty places by tacks, nails and glass—and it was still absolutely air tight. If either of these inventions are at all largely used it will revolutionize the tire manufacturing industry and the raw rubber market.

### RUBBER STYLES

The Shoe Journal has had excellent opportunities to view the samples of the various rubber footwear manufacturing concerns. This season many new lines have been introduced. Lasts such as the "Instructor," the narrow high toe, the broad high toe, improved grip sole ideas, in both men's and women's fine lines, are quite noticeable. The majority of the lasts seem to have improved fitting qualities and, the new lasts particularly, quite a snap to them. Every concern has many points to recommend their line. We do not remember seeing a better lot of samples anywhere than are shown to the Canadian trade this year.





You can't be a fault finder without doing more harm to others and yourself than you can ever know. We are only beginning but dimly to understand the force of thought. We know that as soon as some people come into a room there is the condition that is sometimes felt before a storm.

**DROP IT**

You can't send a censorious, hurtful thought forth without it carrying wreck and ruin in its train. The worst of it is that it will do its author the most harm. You can't harbor a mean uncharitable thought to your neighbor without its becoming a festering thorn in your own soul. This "getting even" with people is a most uneven business. Giving your enemy "the worst of it" is giving yourself the heavy end of the stick. Even heathen writers have written of the folly of handing out evil for evil. It is therefore no mere spirit of Christian forbearance or altruism that finds expression in the admonition "overcome evil with good." There is sound philosophy in feeding your hungry enemy, or turning the other cheek to the slap of the antagonist. The man who can do this has learned the possibilities there are for higher things in the life that can meet hate with love. "Therefore if thine enemy hunger feed him or if he thirst give him drink for in so doing thou shalt heap coals of fire on his head." Go and find out the luxury, the exaltation of doing good to them that hate you and despitefully use you. Above all do not be a small contemptible fault finder.

One of the greatest foes to health, happiness and success is worry. The trouble is that it is not the idle or foolish but the industrious and wise who oftenest give way to this weakness, for after all it is a weakness, and it results in many cases through a debilitated condition of mind and body.

**WHY WORRY**

The man who schools himself to avoid what is referred to in the Sermon on the Mount as "anxious thought" has learned one of life's great lessons. There are people who are constantly exercised over the possibilities of troubles that never materialize and who are in a "state of mind" always with regard to their families or affairs that not only impairs their own effectiveness but puts a serious handicap upon those associated with them. Worry never helped anybody or anything. An ounce of quiet effort is worth a ton of restless "fussing." When a man does his best and knows it where is the use of his allowing regret or trepidation to spoil his appetite or cloud his vision. Worry is a disease that is best overcome like any physical ailment by sensible treatment. It is possible to train oneself to avoid the harrowing and enervating effects of morbidness and brooding. Get into the habit of letting a matter "go" when you have done your best in its behalf. A quiet contented mind is a great asset.

One of the great causes of unrest in the world to-day is greed of gain. When the Man of Nazareth said "Come unto me and I will give you rest" he coupled with the invitation "learn of me for I am meek and lowly of heart and ye shall find rest unto your souls." This struggle for money is driving some to dishonesty, others to irreligion and many to the neglect of their home and social obligations. It is filling the community with gamblers and creating a false estimate of life. Young fellows are getting it into their heads that it is only the fool who is willing to sit down and earn an honest living at a steady calling, so the race track, the pool room, the stock ex-

change and the wheat pit seem to have the charm that once was exercised over healthy minded men by legitimate business enterprise. It is time some mighty prophet arose to raise a warning cry against the worship of this modern Moloch that is claiming the life blood of so many of our youth. We need to have the truth reiterated that "a man's life consisteth not in the abundance of the things which he possesseth." Dollars are not everything. Do not give up the quiet satisfaction of the honestly earned dollar for the excitement of picking one up that someone else has doubtless dropped. There are men in jail or in the poorhouse who met their first misfortune in the mining town at a game or in some speculation. There is a wonderful satisfaction in honestly made money; there is a woeful uncertainty of riches that are "gotten by vanity." Know the satisfaction of well earned money.

**KEEP AWAY**

Don't complain when you walk on ice if you get a few bumps. Don't whine if you get your pocket picked while you stand idly watching a theatre crowd. There are people who talk about the "wiles of the Devil" who never cause the old fellow much worry. It does not require any wiles to "get" them. There are men who talk about the temptation of strong drink who take the longest way home to get a whiff from the gin mill. There are fellows who talk about the heritage of lust that heredity left them who make no attempt to steer clear of the path of those "whose feet take hold on hell." Keep your nose out of places that are not intended for decent clean people if you wish to retain a character for righteousness. One hears of people going to questionable resorts "just to see what they are like." In nine cases out of ten it is "like seeking like." It is the inward craving for questionable excitement seeking a means of satisfaction that conscience will not altogether rise up against. The man who frequents the bar may expect to become a tippler, the fellow who runs with libertines need not worry when he finds his sensibilities blunted; the man who haunts the pool room or watches the roulette table will soon find himself putting up his money on the game. If people would keep away from the Devil he would give them more chance. The way some of them throw themselves in his way is enough to tempt anyone.

**VILE SLAVERY**

Some men sing with great gusto about freedom who do not know what freedom means. It is like the man who when chased by his wife took refuge under the bed. "Come out," said his irate spouse, as she punched at him with the broom handle. "I won't," said the brave fellow. "I'll let you see that I will do as I like in my own house." The other day a number of drunken revellers sang as they returned home at a late hour "Britons never shall be slaves," and they are not the only serfs who fondly imagine themselves free. There are men reading this paragraph who cast their votes at the polls and who would resent with their fists any imputation that they were anything but free born citizens. Yet they are held in the bondage of habit of life or thought as effectually as any galley slave. "He shall be holden with the cords of his sins," said the Wise Man of the man who had not control of his passions and appetites. No man is free who does not intelligently control his thoughts, his words and his acts and no man can control these who gives the rein to sin. The greatest mastery of life is self mastery. We are given a dominion of wild animals to subject far more troublesome than those which crouched at the feet of the first Adam. How many of these recognize our sway? In the answer to this question lies the measure of our manhood.

*Solomon*

## Ebony Shoe Polish

MADE IN

SUSSEX - NEW BRUNSWICK

A quick shine  
A lasting shine  
A brilliant shine

No acids or injurious ingredients.

**A LEATHER PRESERVER**

Retailers write for our proposition  
Sold in

**THE UNITED STATES AND CANADA**

Exhibited at the Shoe and Leather  
Fair in Chicago in August, 1908.

WRITE FOR TERMS

## EBONY POLISH COMPANY

SUSSEX - NEW BRUNSWICK



### ALWAYS ON HAND

Red and Grey  
Heel Stock

Also all kinds  
of Flexible In-  
ner Sole as  
Chrome Tan  
Split, Veneer,  
and Duck In-  
ner Soling.

Please write  
for Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER  
is used that fails to outwear the Shoe.

**EUGENE QUAY, Manufacturer of Shoe Stock of all kinds.**  
230 St. Marguerite St. - MONTREAL, P.Q.

## CUTTING DIES

of every Description for

**Leather, Rubber, Paper, Cloth,  
ETC.**

**Honest Values at Honest Prices.  
All Work Warranted.**

### Dominion Die Co.

114 Delorimier Ave., Montreal, Que.

Phone E 3778

# Honest Leather in Your Staples

When ordering your fall  
goods you might as well  
know what you are getting.  
There is nothing better than

## Davis Mennonite

A supple, velvety feel with  
fibre like steel—absolutely  
crack proof.

## Davis Imitation Chrome

Has the appearance and  
coupled with this the wearing  
quality—it is uniform in  
quality.

## Davis Pebble

A mellow, handsome leather  
that keeps its rich appearance  
and even in texture.

We have other lines equally  
as good in their class. All  
our leathers are thoroughly  
set out and stretched, thus  
insuring the shoes keeping  
their shape.

# A. Davis & Son

Limited

Kingston, Ont.

# Shoe Store Summary

Retail trade, generally speaking, has been good, and is beginning to emerge from the usual between-season quiet spell. The demand, owing to the steady weather in most places, has been normal, no new developments in shoe prices have materialized at present, though there is a feeling in some directions that the retailer is not availing himself of the generally prosperous conditions and the purchasing ability of the public to ask a price in proportion to present wholesale prices. The fact that footwear is extremely liable to an advance in the not very distant future would only put this up to the retailer with so much greater force. The rubber situation is considered by many of the retailers to be in a very unsettled and unsatisfactory condition. The independent manufacturer, it is stated, will no doubt receive a favorable consideration and is plainly on a solid basis with regard to raw material, etc., at the same time the condition is thought by some to be likely to cause hesitation and delay in buying with the opening of the rubber season. The removal of the German surtax will no doubt be of interest, more particularly to the manufacturer who may be desirous of extending his trade to foreign countries. Though this may not be an important factor at present, it seems likely to develop with the natural expansion of trade incident to a growing country. The change is stated to deal with such articles as leather, half or entirely dressed; entire hides, no change, the rate remaining at thirty marks; backs (bend leather), from thirty-six to thirty-three marks; footwear of leather of all kinds, with soles of other material than wood, weighing more than 1,200 grams per pair, from eighty-five to sixty marks; weighing more than 600 up to 1,200 grams per pair, from one hundred and twenty to twenty marks; 600 grams or less per pair, from one hundred and eighty to ninety marks.

## Side Lights on the Trade

Shoe manufacturers state that, in view of the present tendency of raw materials of manufacture and the advances which have already been made, it is a practical certainty that footwear prices will advance at an early date. There is a feeling also that retailers, as a class, are not consulting their own best interests or those of the manufacturer in not asking a price consistent with these conditions. We have the example of the dealer in other lines who is reaping the benefit of an advanced scale of prices, while the shoe dealer remains in the background. This is not because the retailer fails to recognize the conditions, but only that he does not apply the remedy at his command. A manufacturer in introducing a new price-list to his trade recently put to them the following questions with the view of getting a consensus of opinion on the old "fixed price" scare: "Are your expenses increasing or decreasing in proportion to your sales? Are your percentages of profit on sales as large as formerly? How can you increase this percentage to the best advantage, by increasing selling prices or lowering the quality at old prices? Is there any reason why the shoe man should not advance his prices, as well as the rest of the merchants? He seems to be about the only merchant who does not have nerve enough to ask this advance on merchandise. He seems to think he must have extra cost of the material and general expenses taken out of the quality of his shoes, that he may still sell them at old prices. Now is this good business? Is it right? Is there any reason why shoes should not be sold at \$4.50 as well as \$3.50? Is there anything in a \$4.50 price criminal or against the law? Is there any reason why the retailer should be afraid to sell shoes at \$4.50? Is there any reason why the shoe men should not get some of the increased cost of the shoe instead of giving it all to the consumer? Is there any-

## Criticism of Present Selling Prices

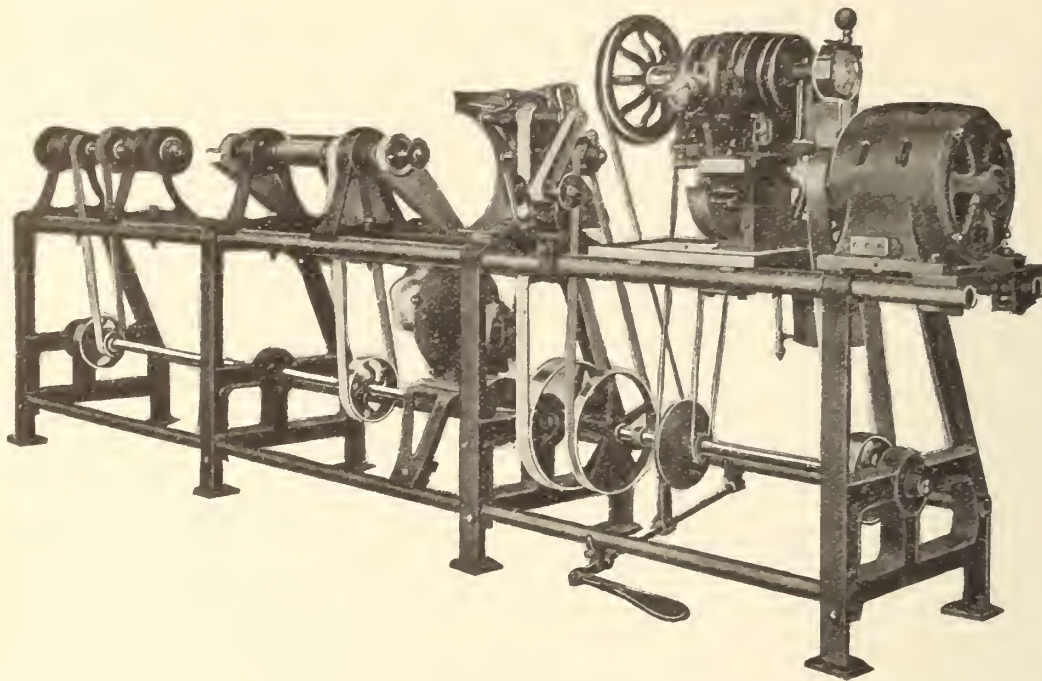
Charles A. **AHRENS**  
AND Company  
BERLIN, ONT.

Manufacturers of  
**Solid Leather Shoes**

All lines, all sizes from children's to men's.

Also **SLIPPERS.**

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

**UNITED SHOE MACHINERY COMPANY**  
OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

492 St. Valler Street, QUEBEC.

thing in which the consumers get so much for their money as in shoes, or ever a time when they got so much in their shoes for the money? Do other merchants hesitate to ask an advance on their goods instead of asking the manufacturers to skin the goods? Was there ever a better outlook for an advance of prices all along the line from \$2.50 up? Do your customers not expect and prefer an advance rather than have the shoes robbed of their value? We are asking these questions as it is a necessity, if the manufacturers expect to hold up the quality of their shoes, that they should receive a small advance for their next fall output. The reason is so plain to everyone that we do not wish to impose upon you by stating it. What we desire is, that our customers consider a shoe at \$4.50 for next fall—that is, a crackerjack shoe at \$3 to retail at \$4.50, with quality and style, and give both of us a living profit. What do you say? This does not mean that we anticipate throwing out \$4 or \$5 shoes. We would be pleased to hear from you on the \$4.50 proposition. We are asking all our customers. As we know it must come, why not in 1910? Styles and qualities for 1910 must be settled in December and January. Why not try it for spring?" A reply typical of the many favorable ones received was to the effect that it certainly was not desirable to reduce the quality of the goods. The dealer had built up a reputation on the manufacturer's lines and wished to maintain it. If it were found necessary to put up the price to give the same quality or a little better, he would prefer to pay the difference, and anticipated no trouble, for instance, in getting \$4.50 for a line which sold formerly at \$4.00. It was thought possible that fewer shoes might be sold at the advanced price, but the quality, as well as the retailer's reputation, would be maintained and no doubt was felt but that the total sales made would figure out as well as, if not better than, before. The manufacturer was complimented for his courage in placing the right price on his lines and doing so at one time and to cover several seasons, instead of making a five or ten cent advance every little while. Running expenses were reported as larger than ever, while profits were smaller, consequently the necessity for getting better prices all along the line.

We are indebted to Mr. Warren K. Fegan, proprietor of the "Big 88 Shoe Store," Toronto, for the following suggestion as to a successful advertising plan for reaching the school children. The idea could no doubt be extended to the college, office or factory trade as well: Several thousand cheap, but neatly bound scribblers formed the basis of one section of this advertising scheme. A portion of the front cover was devoted to an illustration of a tug-of-war between children. This would attract the attention of any one fond of pictures, but especially children. This left a portion of the front cover and the whole of the other three sides for advertising matter.

These called attention concisely and effectively to lines which it was desired to bring to the attention of the parents, to whom the gift would almost certainly be shown. The scribblers were of the kind which usually retail at two for five and cost some twenty dollars a thousand. Another attractive article which proved popular with the children was a neat blotter, 4 x 9 inches and printed in two colors. Blotters are sometimes pronounced a failure, but the point to be noted here is that these particular blotters were of the "anti-wastepaper basket" type. The illustration was really attractive and even dainty in appearance, being well printed on a coated surface. The picture, while probably costing no more than a poor one, was of that peculiar type which would influence one to take a second look and finally to lay it carefully to one side as an article worthy of a place on the study or writing table. This blotter in two tints with one side coated, and forming an excellent printing surface for halftones, would cost in the neighborhood of \$4.00 per thousand in ten thousand lots. A neatly printed insert in the form of a ticket  $3\frac{1}{4}$  by  $6\frac{3}{4}$  was another item used. Quality was the idea in this case as well. The printing was neatly done and included the use of a cut and a good space for advertising matter describing the policy of the store and its facilities for serving customers. This insert was printed on one side only. We believe the advertiser, however, could have made use of the other side as well without any sacrifice of effectiveness or directness of appeal to the customer. We believe that the latter idea could be extended with advantage to include a series of such inserts designed specially for different classes of customers. The dealer could then insert a card in each parcel bearing upon the probable needs of either sex and all classes of his trade. The Journal will be pleased to quote on blotters, scribblers or inserts to any one desiring to give the idea a trial.

"It did me good," remarked a young lady who had recently returned from the Old Country, "to see in real life one of the old customs my grandfather used to tell me about—the burning of the time candle at an auction. In Berkshire the old custom still prevails, and when an auction is in progress and an article is put up for sale, a short length of candle is lighted as the bidding begins. The shouting continues until the candle burns out, the last bid just before it flickers its last is the one which takes the article. "This furnishes a useful suggestion for a clearance sale, and might be used with advantage on the last day. To prevent the sale's being tedious the candles could be cut to a suitable length. A number of these could be cut and could be placed here and there upon the goods in the show window. Show cards could be used to explain the idea. The candle has also been used in guessing contests, a prize being given to the person guessing when a large candle would burn out.

#### A Candle Auction

# CLARKE'S PATENT COLT

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Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

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## A. R. CLARKE & CO.

LIMITED

Toronto, Canada

Montreal Branch: 52 Victoria Square, Montreal, P. Q. P. A. DOIG, Manager



# Shoe Salesmanship

Clerks may be somewhat roughly divided into two classes, those who are satisfied with their present position and rate of progress and those

## Qualifications of the Clerk

who are ambitious to make advancement financially and otherwise.

Financial advancement presupposes advancement along other lines; in other words, an increase in usefulness. No employer can afford to consider an increase in salary unless the clerk has made good and can bring forward plain evidence of the fact. The clerk who is merely an order-taker will never "make good" in the best sense of the word. Any one can take an order from a person who has entered the store with a knowledge of the kind and quality of goods required and a determination to buy if he can get any one to wait on him. The test of salesmanship is the clerk's method of handling difficult and doubtful cases, his ability to guide and direct the customer in selecting the article which suits his needs, to bring the customer to a definite decision where uncertainty and hesitation exist, to widen the customer's views where he is evidently underestimating his requirements, and to assist him to acquire a better knowledge of the stock carried along the line of his present and prospective needs. To do this, a clerk requires not only to know thoroughly the amount and kind of stock carried, but also considerable as to the methods of manufacture, the history and the origin of the various lines. Faked up or pretended knowledge will no longer fill the bill. Even the plea of ignorance will no longer satisfy. A clerk must know, not only the price and quality of his goods, but he must have sufficient information on the subject to inspire confidence in his customer and the conviction that he knows what he is talking about. Anything which will give more cultivation, grace and frankness of manner is also an advantage. The clerk meets all classes of people and must be prepared to meet the educated and refined classes, as well as the rough or the ignorant. A certain amount of education along general lines would therefore be advisable. It is not to be expected that a salesman should devote his entire leisure to the acquisition of knowledge. Recreation and outdoor

amusements are as necessary as anything else in salesmanship, if a man is to keep up his supply of energy and vigor for his daily work. It is surprising, however, how a little time taken off from amusement now and again will add to the salesman's mental equipment, if properly directed.

The clerk who has worked his way up from the smallest class of store in a country town or village, until he is finally able to occupy a position of responsibility and importance in a larger establishment, has a decided advantage over the clerk who enters a departmental or other large store employing a small army of clerks, where individuality is lost to a very great extent, and where the recognition of merit is often slow. The clerk who enters the small establishment is given a greater variety of work. This is educative in itself, if the clerk can be brought to appreciate it. There may be, though necessarily, a slackness of order or discipline which may need correction, but there is a gain in self-reliance, cultivation of ability and thorough knowledge of detail which are not obtainable in any other way. Who, for instance, is better qualified to train clerks, to organize a sales force, to direct the efforts of the advertising man, the show card writer and the window-dresser than the man who has been through the mill himself and knows something about each from practical experience?

The accompanying alphabet will afford a useful addition to the collection of the show card writer who is looking for variety, as well as "style" and effectiveness. It also has the merit of simplicity of outline, which will recommend it to the beginner. Show card ink can be made very easily by mixing lampblack with sufficient mucilage to make it flow well. Dry colors can also be used in the same way. A good show card brush should be preferably of red sable, of the flat or fitch-shaped variety and of medium length only, as a brush with the hair too long is not manageable and hinders rapidity of work.

# MONDAY IT'S SHOES ---- COME EARLY

Are You Going to Let This Memorable Event Pass By Without Sharing in Its Benefits? Eaton's Have Allowed Us a Few More Days.



## THE FINAL CLEARANCE

Monday we shall devote our energies chiefly to disposing of the remainder of the Shoes, and every effort will be made to have a necessity of disposing of the footwear. In spite of the heavy selling of the past two days, a surprisingly good selection left in Shoes for Men, Women, what you need, and as for the savings—even your wildest dreams will be more

### Adulterated Shoes

Worse than **Polluted Food**, the wearer being unconscious of the absorbing effect of cheap factory made shoes, the substitution of **Paper for Leather**, which acts as a blotted property, i.e. as a **Blotter on a Writing Pad**. This dampness is attracted into the system by the warmth of your body, undermining your constitution, and responsible for 90 per cent of your suffering—which is invariably attributed to other causes. **Quacks** cannot remedy this evil. My **hand-made waterproof** Shoes are your salvation. Call and examine our stock which can be seen in every process of Hand-making—All shoes built to the formation of your feet, in any style or shape; crumpled and deformed feet especially attended to. I defy competition in repairing. My features are **DURABILITY** with **ATTRACTIVENESS** of finish.

J. HUGHES OPPOSITE SKATING RINK

ERS, 186 YONGE STREET

### Heavy Rubbers At Exceedingly Low Prices.

Following our rule to carry on goods over from season to season, we start on Friday, Jan. 21st, to sell all Heavy Rubbers, as worn by Farmers, Trappers, Etc., at CLEARING PRICES.

2

Every Pair New



And Perfect in every Particular

Men's double duck stub proof, 4 lace hole, high cut. Regular \$2.45 <b>For \$2.15</b>	Men's pure gum, 1 buckle, high cut, sole and heel. Regular \$1.75 <b>For \$1.45</b>	Men's 1 inch stub proof, leather top. Regular \$1.75 <b>For \$1.40</b>
Men's long rubber boots, pure gum. Regular \$1.65 <b>For \$1.30</b>	Men's pure gum, 1 buckle, high cut. Regular \$1.55 <b>For \$1.50</b>	Men's pure gum, 1 buckle. Regular \$1.75 <b>For \$1.40</b>
Men's Diamond Edge, 1 buckle. Regular \$1.75 <b>For \$1.55</b>	Men's Diamond Edge, 1 buckle. Regular \$1.15 <b>For \$1.65</b>	Men's Moccasin, 1 buckle. Regular \$1.60 <b>For \$2.35</b>
Men's Art. Over shoes, 1 buckle. Regular \$1.75 <b>For \$1.30</b>	Boys' stub proof, 1 buckle. Regular \$1.50 <b>For \$1.50</b>	Boys' pure gum, 1 buckle. Regular \$1.50 <b>For \$1.00</b>

SAY, MEN! We're a nice neat short cut Legging made of English mackin in the style of the day. It's the best thing for deep snow—easy to put on, suitable for mechanics, merchants, etc. PRICE 75c PER PAIR.

## Willis & Co.

THE SHOE STORE

AGENTS *Queen Quality* SHOE FOR LADIES

### DAILY STORE NEWS

## A. E. REA & CO.

Montreal, - - - Limited.  
St. Catherine Street West

Two Important Sales  
In the Shoe Store  
For Thursday!

Women's High-Grade Boots, Worth \$3.75, \$4.00, \$4.50. To-Morrow, at \$2.50  
They're all Spring Boots—in patent leathers—very kid—dull calf.  
Plain Styles. Blucher Styles. Button Styles.  
Heavy, medium and light soles—military and Cuban heels, all Goodyear welted, which means the acme of excellence in shoe making, freedom from wax, tacks or lumps under the feet, and perfectly free, easy fitting shoes. There are all widths and sizes. These goods were ordered by the Carlsley Co., we took them over at a concession, hence the big reduction.  
\$3.75, \$4.00, \$4.50 values, for **\$2.50**

### A Sale of Comfortable House Slippers For Women!

75c, \$1.00, \$1.25 and \$1.50 Values In Wool Felt Slippers in Five Lots, at 49c, 59c, 69c, 79c, 98c

Who could afford to be without a pair of warm, cosy House Slippers at these prices? They are made of wool felt, with felt and leather soles, double stitched, made by the highest grade maker of this class of goods.

They're in all sizes, divided into five lots for easy selection. 49c, 59c, 69c, 79c, 98c. Instead of 75c, \$1.00, \$1.25 and \$1.50 as originally stated.



—Second Floor.

**SPECIAL for Monday Only**

**\$3.50 Boots \$1.98**

About nine dozen pairs of Women's Fine Boots—regular \$3.50 quality—Blucher, Lace and Button cuts—Patent and Velour leathers—mostly D & E widths in lines we are going to close out. Come at once.

**CUT PRICE SALE**

Two reasons why we cut prices:  
1st. Our many years experience of shoe leather tells us to pick out the best qualities at the very lowest prices.  
2nd—We cut our profits as low as possible and have a quick turnover, these prove that we sell shoes at lower prices than other dealers.

- Mens high cut, water proof 2-buckle overshoes worth \$2.50 for **\$2.00**
- Mens felt lined boots worth \$2.00 for **\$1.74**
- Mens High grained Boots, felt lined worth \$1.75 for **\$1.54**
- Mens Lined Rubbers worth \$1.50 for **90c**
- Ladies Button water proof overshoes worth \$2.25 for **\$1.75**
- Ladies low overshoes worth \$1.25 for **99c**
- Ladies lined rubbers worth 85c for **65c**
- Ladies felt fox boots worth \$1.75 for **\$1.09**

W. M. KIRK, The Shoe Man  
MERRICKVILLE ONTARIO

### The Bag That "Belongs" With Your Opera Cloak



The ambition of every woman is to have every detail of her costume so much a part of it that nothing else would do so well.

A limited number of sample bags have come to us from our Paris buyer with the assurance that they are absolutely the most sought bags of the moment for the opera and evening use. No two of them are alike, and the details of each bag are absolutely unique.

Mother of pearl, in plain color, with silver or contrasting white and smoked pearl. Draped silver, with the very latest smooth jewel studding; richly dyed leather, in grape patterns, in conventionalized forms, in with gold, violets and lacanders, grey and mouse, shading into beautiful heavy corded silk, drawing together at the top with opera glasses, dainty vanity bag equipment in some of the powder puff, come simply made to contain the glasses.

Be delighted with the foreign, yet practical, finish of you may match your favorite toilet. Prices **\$4.50 and \$10.50**  
Main Floor, Yonge Street.

The Home of REAL VALUES  
Specials in Winter Footwear

NEILL'S  
The Peoples' Shoe Store

20% OFF

1.98, 1.50, 1.35, 1.00, 2.00



GENUINE MITT, COATS, LEATHER, RUBBER, LEATHER, VESTS, FUR COATS, LEATHER, CANVAS and PARABURST COATS, SHEEP, WOL, FUR, CORDUROY & SHEEP CLOAKS & LININGS, GUARANTEED GOOD extra value even at one-time prices.

Kelly's Ltd.  
116-118 Granville Street

Spring Quarterly Style Book Pattern Counter Dress Goods Section

### Fitwell \$4 Shoes



3 New Styles Have just Arrived

You ought to see them! They are beauties. Made in Velour, Calf and Patent Colt Skin leathers, with the new high-arch and two-inch Cuban heel, heavy or light soles, Goodyear welted, in Blucher or button styles.

Ask for the BEAUTY LAST when you come in. Price \$4.00  
We at all have a few pairs of Fitwell Shoes we are offering for \$3.25. Regular \$4.00 RUBBERS, Overshoes and Gaiters.

WE DO REPAIRING  
THE 2 MACS, Limited  
OUTFITTERS FOR MEN & BOYS. ON THE BUSY CORNER.



# Ads. and Advertising

The ad. writer must have some knowledge of the mechanical process his ad. is to go through at the hands of the printer. The display of an ad. is fundamentally in the writing of it. Do his best, the printer has only your copy to display. The writer who is careful and intelligent about his work lays out his dummy for his own guidance as much as for that of the printer. He typewrites his copy. He knows that the copy marked to run with cut will fill in with the cut properly. He knows that the columns running side by side will fill in to equal length, avoiding "slugging out" by the printer. He knows all this because he knows the size of type in which the body of the ad. will be set; he knows the space to be filled and the amount of matter required. If cuts are to be used he sends cuts or mats, or if, as is sometimes the case, these cannot accompany copy, he sends a proof or print of the cut. Some send copy with cuts indicated, but with absolutely no way for the printer to learn the size of cuts. Of course he cannot set such an ad. Laying the cut on the paper and marking around it isn't satisfactory. The shape of the cut may be such as to leave a great hole of white space, which, had he a proof of the cut, the printer could allow for. Don't mark dimensions of cuts in inches. Use the printer's system of measuring in ems. Lay out a few nickels for a type rule and learn to use it. Write your display lines and headings with reference to the space they are to occupy. Some put a dozen words into a heading for a space a column wide or less and one or two words in a head to run across three columns. Work with the printer, not against him. Make him your assistant. He is usually intelligent and reasonable. If you are careless about your copy, how can you expect him to be careful? Have his views on how you can better co-operate with him. You will be repaid in the better appearance of your ads.

No. 1 is concise, uniform in type styles, is appropriately illustrated and presents an effective argument for a shoe sale. Just enough is said about the stock to arouse an interest and suggest unusual values.

No. 2 is neat, businesslike and good salesmanship in every particular. Good descriptions of the various lines are used, backed up by popu-

lar prices. The arrangement is good and assists the eye very materially in reading. The heading and illustration are both appropriate and call attention to the subject of the ad. at once.

No. 3 is good copy. Appropriate type styles are used, the main features being brought out in heavy face. The ad. could be improved by giving more room or reducing the amount of copy. Don't try to get too much into the space.

No. 4 is neat, stylishly illustrated, contains few styles of type and gives a good description of the goods, together with prices. Ad. is attractive in appearance, which would lead to a reading.

No. 5 is divided in a way to help the eye in reading, the sub-headings suggesting the various lines at the first glance. Notice the excellent descriptions of the goods, also the effective use made of prices.

No. 6 is marked by conciseness, a simple but most effective arrangement. No confusion of items in the present case. Descriptions of the lines are given, which always adds strength and selling power. The latter quality is still further increased by the use of few type styles.

No. 7 describes a seasonable or timely article, and is a very good example of how one article taken at a time, well described, illustrated and priced, may not only have its own sale increased, but may be used to attract attention to the store's stock as a whole.

No. 8 is good copy, but could have been improved somewhat in the setting. This is, in many cases, owing to lack of care or taste on the part of the printer, to whom is often left the duty of "setting it up nicely." The rule rather overcomes the matter. The names of the lines should also be brought out more prominently.

No. 9 is appropriately illustrated. The copy is also concise, easily read and would attract the eye in glancing over the page. The latter is one of the most important tests of an ad.'s effectiveness.

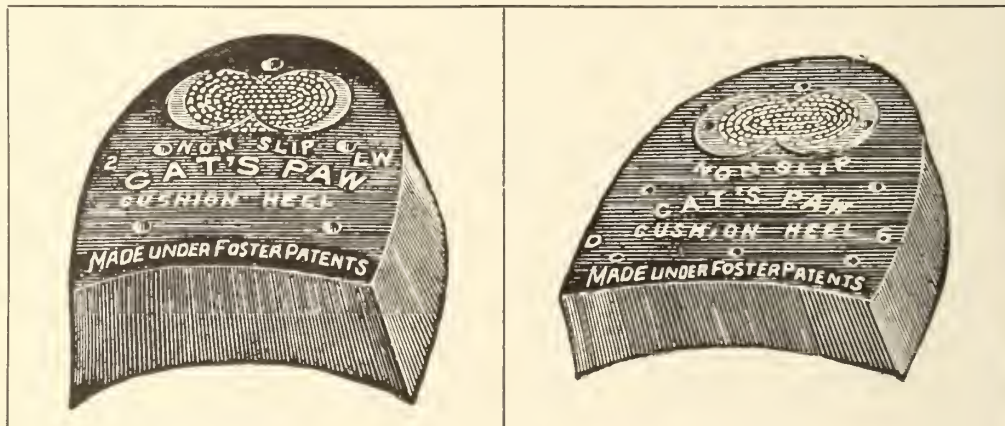
No. 10 is excellent in every respect. The half-tone is possibly just a trifle too fine for the paper. The descriptions, typography, arrangement, and general style of the ad., however, are all so good as to compel a reading if there is any possibility of arousing an interest in shoes at all.



# "Catspaw"

## Rubber Heels

Are different and better because they got away from the old idea of corrugations to prevent slipping and have inserted a new anti-slip device.



This device consists of a Canvas Friction Plug set in the rubber near the back of the heel and it works like a charm. The heels wear better and have a light, easy, springy tread, lessening the jar of walking and giving great comfort to the wearer. Insist on getting Catspaw Heels with the Friction Plug.

## Walpole Rubber Co.

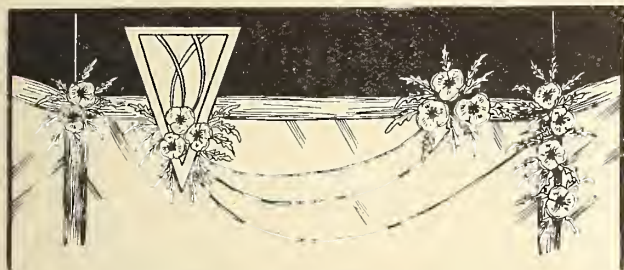
MONTREAL, QUE.

LIMITED

# Store and Window Display

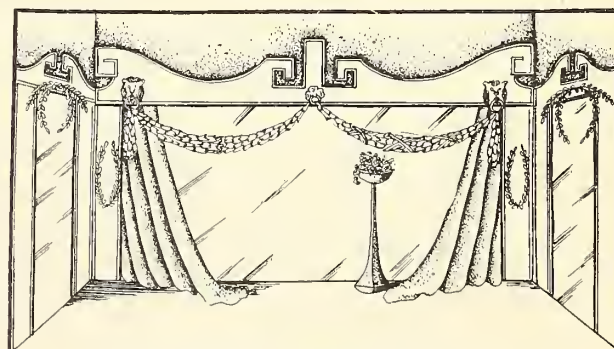
Sale windows are necessarily somewhat crowded, but should none the less be marked by a definite design. Spring openings and advance displays, however, offer more opportunity for dainty designs and backgrounds. A little touch of color, a few flowers, or a simple ribbon or scroll arrangement are easily put up, but wonderfully effective at a minimum of expense, the latter being an important consideration in most cases. In the first illustration is shown a decorative scheme that is

are plenty to keep him employed at this season of the year. In the long run, substantial settings of this class cost no more than the less expensive ones which are frequently changed. The second design is in a modified Roman style of decoration. The framework is of lumber covered flat with felt, velvet or cheaper material according to the appropriation at the disposal of the trimmer. As this back will be used to show a variety of merchandise the color should be neutral. White or cream would be a good color to use. Around the edges of the entire framework is run a narrow strip of gold braid. Two papier mache lion heads at the ends and a rosette in the middle have rings which support the festoons of acanthus leaves. The heads and rosette are gilded. For a spring display festoons of roses or other appropriate flowers may be substituted. Autumn leaves or fruit may be used for fall. The other wreaths and foliage are of gold foil paper. The curtains are of heavy velour in a shade that harmonizes with the color of the framework. The vase should be in a simple classic design. An attractive one something like the illustration can easily be made by attaching a small wooden chopping bowl to an appropriate standard made of wood. This may either be painted or covered with felt to match the rest of the design. A mass of flowers in the vase will give a



Spring Window Suggestion, No. 1.

especially appropriate for a spring window of any kind. It can be installed for a dollar or two, according to the amount of new decorative material that has to be bought. The main feature is a wedge-shaped triangle. This has a rather narrow wooden frame which is covered smoothly with white felt or any other material that may be available. The middle of the triangle is filled with white gauze material in several thicknesses. This is veined with several curved stripes of metallic paper or foil. The flowers used are large poppies in pink, brown, green or any other rather light shade. These with the foliage should not cost more than sixty or seventy-five cents for each window, as only a dozen flowers are used. A few loops of narrow ribbon furnish the trimming. In this setting, the window frames may be covered or not according to circumstances. The other display is of a more dignified and pretentious character and is suited to more formal occasions. It is an excellent design for a semi-permanent background. There are many merchants that like to put in a good back—one that may involve a considerable expenditure—and leave it in for several months. A number of the best stores follow this plan, which has a number of features to recommend it. While a back of this sort costs more and is more trouble to install, once in, it requires no further attention for a long while, leaving the window dresser all of his time to devote to other duties, of which there



Background for Spring Window, No. 2

finishing touch to the setting. The floor covering should harmonize with the framework and be laid flat.

Displays of the so-called exclusive class are good examples of the elimination idea. The popular shop, however, requires a more comprehensive array of goods; therefore its method of influencing the public must be studied from quite a different point of view. The experienced merchant realizes that the customer is usually won through the magic of the window and that it is essential to utilize every

## The Popular Window Trim

inch of space possible. This fact alone prevents what may be termed "high art"; yet it is a question open for discussion whether it does not require a more clever artist to produce an attractive and profitable trim under the various difficulties encountered in the ordinary store than when but one or two objects of the finest quality and workmanship are to be displayed.

A question which no doubt often occurs to the merchant is, how often should window displays be changed? Even the extremist in window dressing, soliloquizes a dealer, will hardly recommend putting in a new trim daily. Most people require some little time to turn a thing over in their minds. With a window changed at such short intervals the effect would be lost on this class of person. The window would exert no "pull." The first sight usually sets a person thinking, the next time or two decides him. Minds differ in this respect, and, reasoning from this point of view, and in order to get the full effect of a trim upon the public, a window should apparently be left until all have had sufficient chance to examine and come to a decision. On the other hand there are many who come to a decision in short order. They can tell what they want almost at a glance. To such the window left for days in the same condition would become monotonous; besides

which, it seems necessary to keep the window trims moving in order to display the various lines to advantage. It is not possible to display everything in the window at once; consequently the different trims must be arranged in a series at comparatively short intervals. A window should evidently not be left in until it becomes unattractive. The conditions, also, peculiar to the dealer's location and trade should be carefully studied before coming to a decision. The time might possibly vary in the case of different windows. The comparison of the different classes of customers met with would suggest that the "happy mean" would be advisable.

A well-known retail establishment recently called attention to their show windows by the following reference in their advertising space:

**Show Window Suggestion** "The eye is said to be 'the show window of the soul.' Why not the show window the eye of the shop? Certainly there can be no truer index to a shop's standard than is symbolized by the character of the merchandise displayed in its show window. We, at least, would have your estimate of our standard, based upon the conclusions you may draw from our window displays. Even if, as yet, you have no more intimate knowledge of our productions than our show windows have given you, some day you will be moved to closer investigation—and that is all we ask.

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

In Calf, Kip and Sides

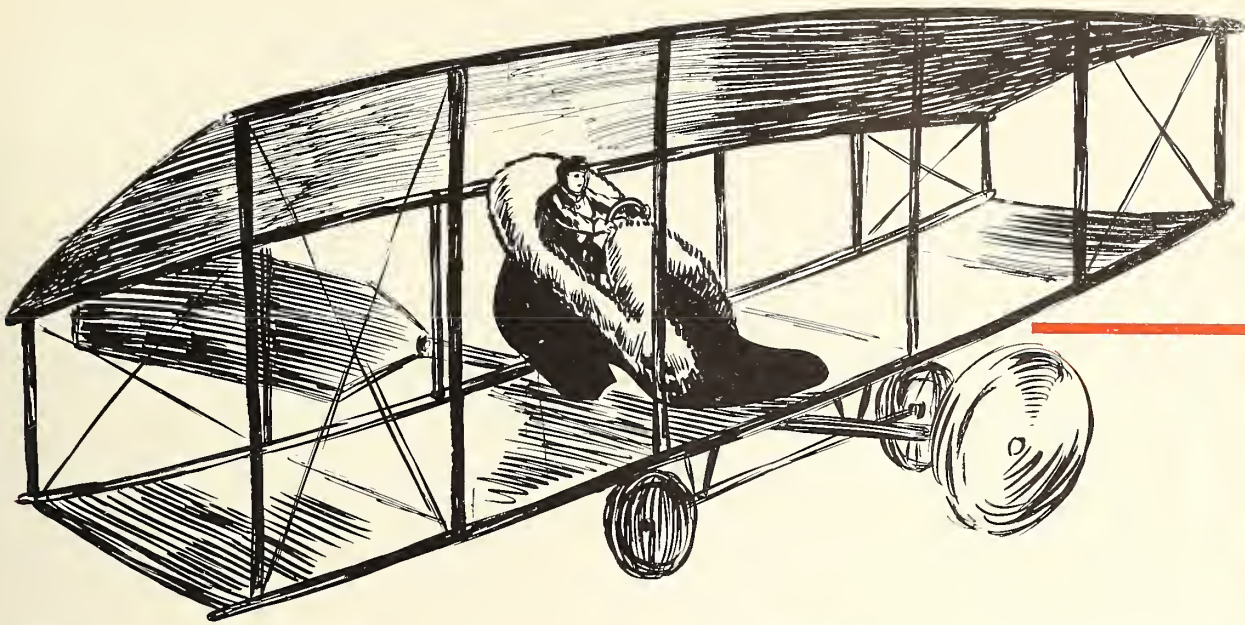
## FINE WAX SPLITS

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

# OSHAWA CANADA MONTREAL



# The Latest Record

☞ For the airship gives it the speed championship of the world. It can't be beat—OFF the ground. The record made in Canada and all over the world for beauty, wear and swift selling by

## TRICKETT'S SLIPPERS

declares them to be beyond all shadow of doubt the best.

☞ Trickett's Slippers in Canada are made expressly for Canadian needs from the best materials in the largest slipper factory in the world.

☞ More "TRICKETT'S" sold last year than ever before. ASK YOUR JOBBER.

# H. W. TRICKETT LIMITED

Waterfoot (Near Manchester) England



WE HAVE  
 Outdistanced Our Competitors

for the reason that in all things as in the manufacture of

**TRICKETT'S  
 SLIPPERS**

WE USE ONLY THE LATEST  
 AND BEST METHODS.

¶ In Canada Trickett's Slippers are fast gaining ground and this year the demand will be greatly increased. Be prepared to meet this demand.

Your jobber will supply you.

**H. W. TRICKETT LIMITED**

Waterfoot (Near Manchester) England

# STAFF OF THE COOK-FIZGERALD CO., LIMITED



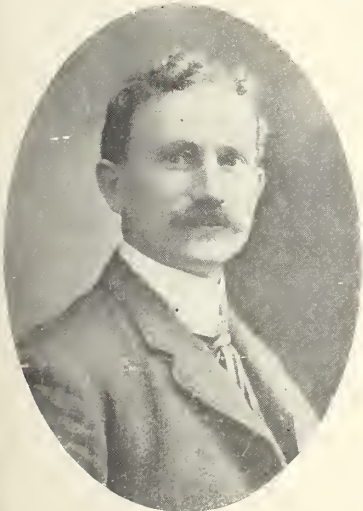
L. W. Johnston



E. E. Donevan



F. L. Lynch



J. P. Cook



C. J. Fitzgerald



J. S. Ferns



A. A. Orendorff



Jas. T. Sutherland



J. G. McDiarmid

You Should Have Good  
**PRINTING**

---

In many an instance a neat, tasty letter head or bill head has been the beginning of what has proved to be a profitable and lasting business connection. It is most suggestive.

We are now fully equipped to execute all kinds of printing in the most artistic and up-to-date manner.

Are you thinking of issuing a Catalogue? If so, do not close before seeing our samples and getting our figures. We do the work right.

Correspondence requested. Your commands will receive prompt and careful attention.

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**Acton Publishing C<sup>o</sup>.** Limited  
59 - 61 John Street, TORONTO, ONT.



# Rubber Footwear

The noise of the pessimist is heard in the land, and all kinds of prophesying is being indulged in.

**Trade Outlook** Some see nothing but a demoralized condition ahead, while others are more hopeful and believe that out of the present somewhat tangled mesh a bettered condition will be evolved. They proceed on the basis that the firm or individual who manufactures or sells below cost will sooner or later go to the wall and leave the way clear for the man who preferred to adhere to the principle of making a living profit on what he sold even though the volume of his trade fell away slightly because of the cut-throat tactics of the man across the way. The manufacturers are busy and their order files are making a pretty fair showing. The strong market for crude rubber is giving some concern, but the situation is being accepted stoically as there seems to be nothing else to do but bow to the inevitable. The retail trade has kept up well during the past month, the weather conditions being most favorable. The outlook may be said to favor an increased volume of trade.

**Market Conditions** "You know not what a day nor an hour may bring forth." The rubber market was never in a more unsettled condition than it is at the present moment. Since last report prices have taken a tremendous jump, and there is no telling where it will end. There seems to be no real reason for such a marked increase. There is at least a fair supply above demand, and why such a boost should have been given to prices is beyond the ken of most buyers who are compelled to part with their good ducats. Fine Ipriver Para is quoted at \$2.27 with coarse at \$1.40 and intervening grades at proportionate prices. Africans are also very strong and advancing. Ceylons are quoted as high as \$2.46 for the best. In London there seems to be a rubber stock craze on, and buyers can be found at almost any figure named, so eager are they to secure what they believe to be a gold mine. It is to be hoped that it may not prove a "gold brick" instead. There is no doubt that the constantly increasing demand for rubber in manufactured articles other than boots and shoes has had much to do with the strengthening of the market, especially is this true of the automobile industry, which is absorbing tons of rubber to-day where a few years ago not a pound was used for such purpose. Any attempt at a forecast of the market would be a futile prophecy with the uncertainty which now prevails, but it is safe to say that

a stronger tendency is certainly being developed and the \$2.50 rubber talked of by some may yet become a fact.

It is hinted that the price smasher has his hammer out, and that we may look for a general "smashing" of prices in the rubber trade, but just who the father of the rumor is and just who the party or parties alluded to are, is a hard matter to determine.

**Will Prices Be Smashed?** for no one will own up to having gone forth with any such sinister intention. It would be, most regrettable if any such thing should happen. No good can possibly come from an indiscriminate "slashing" of prices. There is such a thing as honest and fair competition, but it is absolutely absurd to try and meet the figures of a manufacturer or dealer who is foolish enough to dispose of his goods at and below cost. If by putting up a good article at a reasonable cost a man wins out, he deserves to, but cheapness and inferior quality invariably go together, and when a man comes to you claiming that he is giving you just as good an article at a much less price, beware lest you become ensnared by his fair proposals and fill your shelves with a "job lot" that is fit for little else than the "rubbish heap." With the price of crude rubber nearly treble what it was only a few months ago, it surely cannot be a very opportune time to make any sweeping reductions in the price of rubber footwear.

**Pontianak Rubber** Some time ago a company was formed on a large scale for the production of rubber of a new grade, and after extensive experimentation and development of plant, they have begun commercial operations, the first shipments of the rubber to Europe and New York having arrived at their destination during the past month. The rubber with which the company is concerned is that which has been known to the trade for some years past as "Pontianak"—the name of the town in Borneo whence the supplies have been derived mainly—and also as "Gutta-Jelutong," which the United States government has adopted, for its classification in the customs service, from the various spellings of one of the native names in Borneo. The consumption of this rubber has been very large, the imports into the United States alone during five years past having averaged 23,312,457 pounds. The form in which this material has reached the market has commanded a very low price, the highest quotation during the past year at New York not having exceeded 6 $\frac{7}{8}$  cents per pound. The fact of its continued

# HOME OF QUALITY RUBBERS



*In the World of Nations the MAPLE LEAF is the Emblem of our Native Canada, the Finest Country on Earth, and in the Rubber Realm "MAPLE LEAF" stands deservedly for the best in the land.*

*MAPLE LEAF RUBBERS hold supreme place on account of their general excellence, **STYLE, FIT, WEAR, UP-TO-DATE GOOD FITTERS** and the old reliable **MAPLE LEAF QUALITY**.*

*Hold your order for our representatives and please your customers with Satisfactory Rubbers.*

**THE  
MAPLE LEAF  
RUBBER CO  
LIMITED**



LAPLANDER.—3 Buckle Cashmerette  
Sample No. 72



PLAIN OVERS  
Sample No. 52



ROMEO  
Sample No. 132

## MAPLE LEAF RUBBERS

Are handled by the Leading Jobbers of Canada

L. Higgins & Company  
MONCTON, N.B.  
HALIFAX, N.S.  
YARMOUTH, N.S.

Campbell Shoe Company, Limited  
QUEBEC, QUE.

James Robinson  
MONTREAL, QUE.

Charles Weaver  
TRENTON, ONT.

Robinson & Lindsay Rubber Co.  
TORONTO, ONT.



J. Leckie Company, Limited  
VANCOUVER, B.C.

Kilgour, Rimer Company, Limited  
WINNIPEG, MAN.

A. W. Ault Company, Limited  
OTTAWA, ONT.

Midland Shoe Company  
KINGSTON, ONT.

R. Neill Shoe Company, Limited  
PETERBORO, ONT.

McLaren & Dallas  
TORONTO, ONT.

# The Maple Leaf Rubber Co., Limited

Factory, Offices and General Warehouses  
PORT DALHOUSIE, ONTARIO

and growing use, however, has shown the rubber content to be of real value and of wide application in the industry, and many experiments have been made in the direction of improving the rubber before putting it to use in the factory, by deresinization, or otherwise. The new company is the result of some experiments, and the high grade of rubber attained has led to the inauguration of work on an extensive scale. The location of the initial plant of this company is near the mouth of Sarawak river, in the British protectorate of the same name, in the western part of Borneo, and considerably north of Pontianak. The company are closing some large concessions for collecting gum from the tree known botanically as *Dyera costulata*, in the region of which their location is the centre. Under the system they have adopted it is planned to have the natives continue to tap the trees and to sell the coagulated product, as before, to the Chinese dealers, who will deliver it to the company. The object of the company in gaining the concessions is to conserve the trees, which, as tapped in the past, without intelligent supervision, have been killed over large areas. The government, under the terms of the concession referred to, has undertaken to enforce regulations for the protection of the trees. It is the belief of the management of the new company that the quality of *Dyera* gum (or Pontianak), as known hitherto, has been largely deteriorated by the method of coagulation, and their first work was to introduce a better coagulant, of which they have a monopoly. The latex once being coagulated in the districts of its origin is transferred to their factory to be deresinated and otherwise treated, with the result that it becomes serviceable in the industry in competition with the higher grades of rubber.

THE NEW RUBBER LIST

The following is the new list of prices which came into force on the 1st of March. It will be noted that slight increases have been made over the list issued on the 1st of November last. Still further increases may be anticipated if the present strong tendency of the crude rubber market continues:—

FIRST QUALITY—BULK.  
GUM BOOTS—PLAIN EDGE.

Men's Hip and Sporting .....	\$6 22
" Hip, Ribbed Vamp, Special Quality .....	8 00
" Storm King .....	5 15
" Short .....	4 28
Boys' Hip .....	4 90
" Storm King .....	4 08
Youths' Storm King .....	2 91
Child's Storm King .....	2 25
Boys' Short .....	3 26
Youths' Short .....	2 45

DUCK BOOTS—PLAIN EDGE.

Men's Hip .....	7 00
" Storm King .....	5 02
" Short .....	4 95

GUM LUMBERMEN'S—PLAIN EDGE, 1/4 HEEL.

Men's 2-Bkl. Perfection, High Cut .....	2 55
" 2-Bkl. Perfection, Low Cut .....	2 14
" 1-Bkl. Perfection .....	2 04
" Ontario .....	1 84
" Lumber Overs, Tap Sole .....	1 53
" Lumber Overs, Single Sole .....	1 50
" 3-Eyelet Laceit .....	1 84
" P. G. Excluder, 1-Bkl., W. L. ....	2 20
" Trojan, 2-Bkl., W. L. ....	2 30
" Trojan, 1-Bkl., W. L. ....	2 20
" Buckskin Moccasins, Corrugated Edge .....	2 75
Boys' 1-Bkl. Perfection .....	1 65
" Ontario .....	1 43
" Laceit .....	1 43
" P. G. Excluder, 1-Bkl., W. L. ....	1 70
" Trojan, 1-Bkl., W. L. ....	1 70
Youths' Perfection .....	1 43
" Ontario .....	1 13
" P. G. Excluder, 1-Bkl., W. L. ....	1 55
" Trojan, 1-Bkl., W. L. ....	1 55
" Laceit .....	1 13

DUCK LUMBERMEN'S.

R. E. TAP OR R. E. SINGLE SOLE, ROLLED HEEL.

Men's 4-Eyelet Lace, W. L. ....	3 30
" 4-Eyelet Lace, Cotton Lined .....	3 15
" 3-Eyelet Lace, W. L. ....	2 65
" 3-Eyelet Lace, Cotton Lined .....	2 50
" 3-Eyelet Laceit .....	2 04
" 2-Bkl. Perfection, High Cut .....	2 86
" 2-Bkl. Perfection, Low Cut .....	2 28
" 1-Bkl. Perfection .....	2 18
" Ontario .....	2 04
" 2-Bkl. Excluder, W. L. ....	2 71
" 1-Bkl. Excluder, W. L. ....	2 61
" 7-Inch Leather Top, Cotton Laces .....	2 85
" 9-Inch Leather Top, Cotton Laces .....	3 20
" 12-Inch Leather Top, Cotton Laces .....	4 00
" 14-Inch Leather Top, Cotton Laces .....	4 50
" 16-Inch Leather Top, Cotton Laces .....	5 00
" Canvas Top .....	3 25
Boys' Laceit .....	1 69
" Perfection, 1-Bkl. ....	1 84
" Ontario .....	1 69
Youths' Laceit .....	1 48
" Perfection, 1-Bkl. ....	1 65
" Ontario .....	1 48

CASHMEREETTE.

Men's Snow Excluder, 2-Bkl. ....	2 40
" Snow Excluder, 1-Bkl. ....	1 90
" Arctic .....	1 75
" R. R. Arctic, Tap Sole .....	2 05
" R. R. Snow Excluder, Tap Sole .....	2 20
Motorman, R. E., Solid Heel, Leather Insole .....	3 52
Men's Manitoba .....	2 80
Boys' Manitoba .....	2 60
Youths' Manitoba .....	2 20
Women's Manitoba .....	2 40
Misses' Manitoba .....	2 10
Child's Manitoba .....	1 70
Women's Arctic .....	1 25
Misses' Arctic .....	1 04
Child's Arctic .....	83

FELT.

Men's Arctic .....	1 75
Women's Button Gaiter .....	1 80

Misses' Button Gaiter .....	I 55
Child's Button Gaiter .....	I 35

EXTRA HEAVY AND DOLGE OVERS.

Men's Extra Heavy .....	I 25
Boys' Extra Heavy .....	90
Youths' Extra Heavy .....	75
Men's Dolge .....	I 00

PLAIN OVERS AND CROQUET.

Men's Plain Over .....	95
Boys' Plain Over .....	75
Youths' Plain Over .....	61
Little Gents', 8-10½ .....	61
Women's Plain Over and Croquet .....	65
Misses' Plain Over and Croquet .....	53
Child's Plain Over and Croquet .....	44

FIRST QUALITY—CARTONS.

Men's Felt Balmoral, Rubber Foxing .....	2 65
Women's Boots, S. S. ....	2 51
Misses' Boots, S. S. ....	2 15
Child's Boots, S. S. ....	I 85
Men's Jersey, 4-Bkl. or 3-Bkl. ....	3 00
" Jersey, 2-Bkl. ....	2 60
" Jersey Excluder .....	I 93
" Jersey Arctic .....	I 78
" Jersey Arctic, Buckle Behind .....	I 78
" Jersey Storm .....	I 36
Women's Jersey 3-Bkl. or Bkl. and Strap .....	2 36
Misses' Jersey, 3-Bkl. or Bkl. and Strap .....	2 00
Child's Jersey, 3-Bkl. or Bkl. and Strap .....	I 75
Women's Jersey Button .....	2 11
Misses' Jersey Button .....	I 85
Child's Jersey Button .....	I 65
Women's Jersey Storm .....	I 06
Women's Cashmerette Excluder, 2-Bkl. ....	I 83
Misses' Cashmerette Excluder, 2-Bkl. ....	I 58
Child's Cashmerette Excluder, 2-Bkl. ....	I 43
Women's Stocking Over .....	I 30
Misses' Stocking Over .....	I 15
Child's Stocking Over .....	I 05
Men's Storm Slipper .....	I 00
" Storm Slipper, Closed Sides .....	I 10
" Light Over, S. A. ....	98
" Light Over .....	98
Women's Storm Slipper .....	74
" Storm Slipper, Closed Sides .....	84
" Light Specialties .....	68
Misses' Storm Slipper .....	64
Child's Storm Slipper .....	54
Women's Footholds, Open Vamp .....	53
Women's Footholds, Storm or Closed Vamp .....	58
Men's Invisible Rubber .....	98
Women's Invisible Rubber .....	68

SECOND QUALITY—BULK

Men's Perfection, 2-Bkl., High Cut .....	2 30
" Perfection, 2-Bkl., Low Cut .....	I 94
" Perfection, 1-Bkl. ....	I 84
" Ontario .....	I 66
Boys' Ontario .....	I 29
Youths' Ontario .....	I 02
Men's Snow Excluder, 2-Bkl. ....	2 16
" Snow Excluder, 1-Bkl. ....	I 73
" Arctic .....	I 58
Boys' Arctic .....	I 33
Youths' Arctic .....	I 06
Women's Cashmerette Button Gaiter .....	I 80

Men's Plain Over, Heel or Spring Heel .....	86
Boys' Plain Over .....	68
Youths' Plain Over .....	55
Women's Plain Over and Croquet .....	59
Misses' Croquet .....	48
Child's Croquet .....	40
Men's Storm Slipper .....	88
Women's Storm Slipper .....	64
Misses' Storm Slipper .....	55
Child's Storm Slipper .....	46

RUBBER CULTURE IN CEYLON AND THE FAR EAST.

The history of rubber culture in tropical Asia, says John C. Willis, M.A., Sc.D., Director of the Royal Botanical Gardens, Ceylon, dates from 1875, when the authorities at Kew succeeded in convincing the government of India that there were indications of a shortage in rubber supply, as there had been in regard to cinchona about 15 years earlier, and that it would be wise to get the rubber plants of South America established elsewhere. An expedition was sent, at the expense of the Indian government, to the valley of the Amazon, and succeeded in collecting, among other things, seed of the so-called Para rubber, *Hevea Brasiliensis*. These were grown at Kew, and in 1876 the young plants resulting were sent to the East in Wardian cases in charge of a special gardener. The bulk of the plants came to Ceylon, it having been decided that India had no botanic garden in a suitable climate, but a few went to Singapore and elsewhere.

A special branch botanic garden was opened in Ceylon, at Henaratgoda, near Colombo, to receive the rubber trees, and about 50 were planted there, the remaining 20 being planted at the chief garden of Peradeniya near Kandy, at an elevation of 1,600 feet above the sea, which has on the whole shown itself to be rather too great a height for rapid growth. About 1881 and 1882 the plants began to flower, and a few seeds (and cuttings) were distributed, at first to other botanic gardens, and then to planters in the island who had expressed willingness to try the new cultivation. It is from these seeds or cuttings that the few old trees on such estates as Culloden in Ceylon have sprung.

Very slow progress was made in this way for the next 16 years, but in 1888 the late Dr. Trimen, director of the Ceylon botanic gardens, began to tap the largest of the trees. V-shaped incisions were cut with a hammer and chisel, and the milk was allowed to trickle down the stem into a channel made around the base by sticking on a strip of mud, and from this channel it ran into coconut shells, where it was simply allowed to dry, and formed a lump of blackish rubber. The tree was tapped once a week for about eight weeks, then given a rest, and again tapped after a few months. It was tapped every second year, and in nine years had given 13 pounds 6 ounces of dry rubber, or an average of 1½ pounds a year. Now this tree was 12 years old when the tapping began, and a yield of ½ pound, at

the then price of a little over two shillings (50 cents), was not enough to make the cultivation profitable, the more so as this tree was the largest of all, and of a size that most trees only reach in 13-16 years.

In this condition we found the question on taking up the direction of the Ceylon gardens in 1896, and, feeling convinced that there was a future before rubber, we commenced detailed experiments in 1897. Tapping a large number of trees, so as to get an average result, we found that about 100 pounds of dry rubber might be expected from an acre of trees 10 years old. This at two shillings a pound was enough to show a fair profit, and people began to take up the cultivation from that time.

One of the most important results of these experiments was the rediscovery of a fact known to the na-



Rubber Tree, six months old

tives of the Amazon, and which is known in the east as "wound response." At later tappings near to the first the tree yields more milk than at the first bleeding. It is true that this milk is less concentrated so far as the amount of rubber in it is concerned, but it runs so much more freely that more rubber is obtained. This showed clearly the reason of previous unfavorable reports on rubber trees and their yield. Either only one tapping had been made, or the tapping had not been sufficiently frequent to show the wound response. Mr. Parkin, who was in Ceylon in 1898-99, carried out detailed experiments on wound response and fully established the regularity of the phenomenon.

Mr. Parkin also worked out the method of prepar-

ing biscuit or sheet as in vogue in the east to the present day. The active constituents of the smoke used in South America having been shown to be acetic acid and creosote, Mr. Parkin showed that the best results were obtained by heating the milk to something over 150 degs. Fahr., and coagulating with the calculated quantity of acetic acid in presence of creosote. Planters generally have considered the heating and the creosoting too much trouble, but the making of biscuit or sheet by the aid of acid is most common. Some people allow coagulation to go on naturally by leaving the milk to stand, but this of course simply means that the acid is formed in it by putrefaction. Recently Mr. Kelway Bamber has shown that the heating of the milk destroys the enzyme which it contains, producing a biscuit of the lightest color and one which does not subsequently darken. Good rubber produced in this way has obtained higher prices, and many estates now heat their milk.

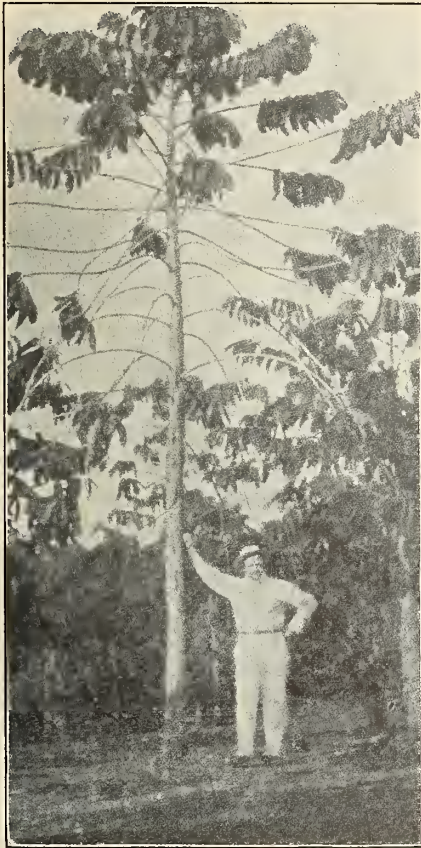
The biscuits obtaining a higher price than the raw rubber dried in cocoanut shells, and the price of rubber rising generally, the industry now began to be rapidly taken up, and there was a great run on the few seeds available in the botanic gardens of Ceylon and Singapore, where also rubber cultivation was being pushed. Seeds were sold at auction, and in one year realized \$10 a thousand. In the course of the following five years, seed began to come in from the trees in private hands, and in annually increasing quantity, until now it is a drug in the market, and proposals are under consideration to crush rubber seeds for the useful oil contained. The price of rubber now began to rise, and it proved that the return could be obtained in less than 10 years, and a greater rate than 100 pounds a year, so that the cultivation proved to be extremely profitable.

The biscuit or sheet form adopted for the eastern rubber, and its clear color and cleanliness, have caused it to meet with great favor, and it has sold at higher prices per pound than the best Amazon rubber. This is often supposed to mark a real superiority, but in reality does not, for it takes ten pounds of the South American rubber to equal eight of cultivated in the contents of caoutchouc, and consequently the former is really obtaining the higher price. Why the cultivated rubber should be somewhat lacking in strength and tenacity as compared with the wild is one of the greatest problems of the day.

Experiments were conducted by the writer and Mr. Kelway Bamber, preparing biscuit without drying, compressing the newly coagulated rubber into a solid mass. In this way a block rubber was turned out resembling the South American, with about 10-12 per cent. of water contained in it, and this has been favorably reported on by several manufacturers. Other people think that age of the tree is mainly responsible for the greater strength of South American rubber, but various experiments go against this view.

It was not long before tapping by means of a hammer and chisel was given up in favor of tapping by

knives, usually of the type of a plane. Given a certain amount of bark on the tree, it was obviously necessary to make that last as long as possible, and tapping in V's by chisels was very destructive, so that a given



Rubber Tree, three and one-half years old

place would not be healed up by the time that one wanted to operate on it again. Herringbone or spirally running cuts came in, and the wound response was obtained by shaving off the under side of the old wound. If the sideways-sloping cuts be made about a foot apart, and only one side of the tree be tapped at once, it is found that new bark has fully formed by the time that one returns to the cuts first made.

The early method of producing the rubber in little biscuits is also being superseded by the use of machinery for turning it out in the form of crepe or in other ways, and the biscuits, sheet or crepe are very often compressed into block rubber, which suffers less from oxidation.

As an indication of how rapidly the new industry is growing, the figures of export from Ceylon may be quoted:

1901, 66 cwt.; 1902, 189 cwt.; 1903, 389 cwt.; 1904, 676 cwt.; 1905, 1,401 cwt.; 1906, 3,705 cwt.; 1907, 7,093 cwt.

To turn now to other countries in the east, the one which has shown itself to be on the whole the most favorable of all is the Federated Malay States, a British protectorate lying north of Singapore. The growth of rubber there has been decidedly better than in Ceylon and at the same time coffee, the only other plant-

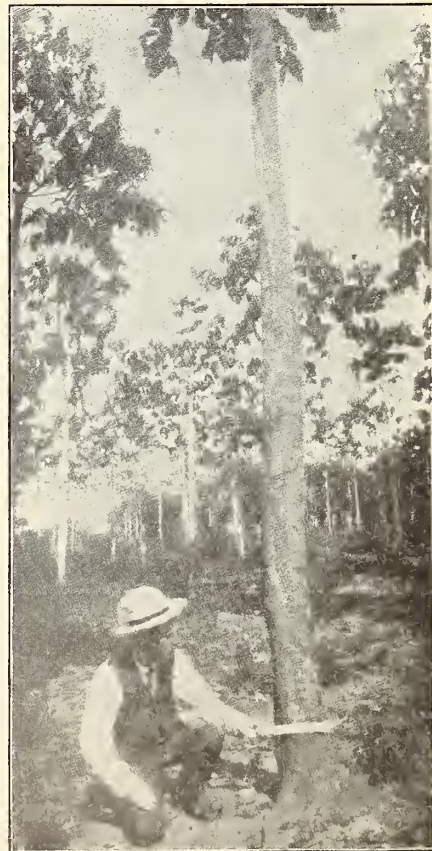
ing industry of importance, has been lately in a very unprosperous condition. The country, unlike Ceylon or Java, has vast areas of undeveloped forest land, which is of all others the best suited for rubber. Under these favoring circumstances the industry has progressed very rapidly and the Malay States are by far the largest exporting country. Not only so, but capital has been more readily forthcoming for rubber planting enterprises.

Java is handicapped like Ceylon by very large existing industries which take up most of the available land, but on the other hand has a great advantage in unlimited and very cheap labor, while the trees grow very well indeed, and there are not wanting indications that Java will some day be an important producer of rubber.

Sumatra and Borneo are also being taken up as rubber countries, especially the former, and other far eastern islands will probably be employed sooner or later.

To turn to India, experiments with Hevea in the north have failed, but a considerable area is now planted with this tree in the southern part of the Madras presidency. Growth is apparently slower than in Ceylon, but there are great advantages in regard to plentiful and cheap labor.

At the time of this writing, it is probable that



Rubber Tree, five and one-half years

about 400,000 acres in tropical Asia are planted with Hevea Brasiliensis. This means in the course of the next seven or eight years a production of about 40,000

to 50,000 tons of clean rubber, or a good deal more than half of the world's present total production. Add to this the fact that during the present boom rubber companies are being floated almost daily, that tropical America and Africa have a fair amount of rubber planted, that it is improbable that the wild rubber of South America will be driven off the market for a long time to come, and that there are also considerable areas planted in other kinds of rubber, and it is evident that it will not be very many years before rubber is cheap and new uses for it may begin to arise freely.

A word of mention in conclusion in regard to other rubbers. *Castilloa elastica*, so largely planted in Mexico, has been given up in tropical Asia on account of its uncertainty. It is by no means easy to persuade the tree to grow well all the time. It may begin well and then fall off, or vice versa. The amount of rubber given by tapping is very variable, and there is no wound response.

*Manihot Glaziovii*, the Ceara rubber, grows like a weed all over the East, but has never given a large enough yield to be much taken up. In quality this rubber, when made into biscuit or sheet, is decidedly superior to the best plantation *Hevea*. Recently Ule has discovered three new rubber-yielding species of *Manihot* in Brazil—*M. heptaphylla*, *M. dichotoma*, and *M. Pianhyensis*. These are said to give much larger yields than the old Ceara rubber tree, and already have been largely planted in Ceylon, where *Manihot* is found to do better than *Hevea* at high elevations or in the drier parts of the island.

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### SOME INTERESTING FIGURES.

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The growth of the india-rubber industry, to a greater extent than almost any other, can be gauged by means of statistics which are dependable. For instance, it is plain that if more rubber is imported in one year than in another, it means a larger consumption and an increased sale of goods. A raw material costing the manufacturer \$4,000 a ton or more is not likely to lie in the stock room long without being used, nor is the importer likely to store such material in warehouses much in excess of the current demand for the material. Such figures as we print, therefore, relative to the yearly importations of rubber are a guide to the growth of consumption of this material—more nearly accurate perhaps than is true of any other commodity in industrial use.

Among the many statistical details regarding rubber, not the least interesting is the fact that during December the New York customs authorities took account of more rubber than in any other month in the history of the service—i.e., 10,274,128 pounds. What is notable in respect of these figures is that imports at New York are almost exclusively for consumption in the United States and Canada, only a very small percentage of such imports finding their way across the Atlantic, and then only in exceptional circumstances.

These figures do not embrace balata, gutta-percha, Pontianak, and other gums not officially recognized here as "india-rubber." Nor do they include waste rubber. This distinction is pointed out here for the reason that in some other countries everything that in any sense relates to rubber is grouped under one heading, which explains why Russia figures so largely as a source of the rubber imported into Great Britain.

The New York customs statistics for December also shows that the import value of rubber entered during the month of all grades—Para, African, guayule, Borneo, and the like—averaged a fraction over \$1.10 per pound. This does not cover the cost of transportation, the loss from shrinkage, or the importer's profit. These figures are commended to the attention of those students of economics who are trying to figure out why the cost of living is higher than in those good old times when the price of the best rubber at Para was 10 pence a pound. And the tariff has nothing to do with crude rubber.

Another item of statistics of interest relates to the output of plantation rubber. The exports from Ceylon and the Malaysian ports have increased from 397,347 pounds in 1905 to 8,165,082 pounds as shown by our latest advices for 1909, which do not include the total shipments for the month of December. We may safely estimate the plantation rubber from British Asia at 8,700,000 pounds for 1909 or nearly 380 tons per month. This may be referred to as the most interesting fact in the development of modern rubber interests particularly as it points to an even larger production when the newer plantations "come into bearing." It must be noted also that much other plantation rubber is being marketed—from Africa, the Dutch East Indies, Mexico, and so on—the statistics of which are as yet less thoroughly organized.

The appearance on the market of this new class of rubber has not tended to lower price levels, which is evidence that the demand for rubber goods is constantly on the increase. At the same time, it is to be considered that, with the exception of the Amazon region, no natural source of rubber is maintaining its output. The Congo region produced 20 per cent. less rubber last year than in the year of the largest production, and various other colonies in Africa and elsewhere can be pointed to as yielding less rubber, so that the new plantation product is not a net addition to the world's supply.—*India Rubber World*.

That English capitalists have faith in the future of the plantation rubber industry is best evidenced by the fact that during the year 1909 over one hundred and twenty new companies were organized with a capitalization of upwards of \$45,000,000. The operations of these companies are widespread, covering not only Africa and the islands of the sea but also touching Brazil and other countries this side of the Atlantic.



# Gloves and Mitts

An excellent quality of glove leather can be made from sheepskin by the following method: The salted skins are soaked for some hours to free them from salt and impurities and to soften them, after which they are put to drain off for a few hours.

**Glove Leather from Sheepskin** They are then given a coat of mixture of sulphuret of soda and lime on the flesh side, using a brush or cloth; they are now doubled and allowed to stand till next day. They are next limed for four to six days, according to thickness, using fresh lime. A prolonged liming—say for twelve or fourteen days—and a low maceration will result in a very soft and elastic leather. After the skins are sufficiently limed and unhaired, they must be treated in order to remove the grease, first sprinkling them with sawdust to prevent slipping. A bran drench is well adapted for these skins, as it renders them very soft and gives a beautiful smooth grain. Every trace of lime must be eliminated perfectly, when the skins will be ready for pickling, taking care when they go into this to open them out and keep them in motion. Before beginning tanning, they are rinsed, and pressed and allowed to drip off. When drained well they are placed in a bath of sulphate of aluminum, salt and flour. Two methods may here be followed, continues our informant; either the sulphate bath may be followed directly by the tanning bath, or after the skins are taken from the pickle they may be hung up to dry, and when fully dry they are again put into the drum and washed till all parts are soft, when they are ready for the chromes. This is prepared by taking for every pound of skins from the beamhouse four to five pounds bichromate of potash, dissolving in enough water to cover the skins, and then adding to the solution about two and one-half pounds of muriatic acid. A little salt may also be added, but is not necessary. The skins are turned in this solution in a drum for half an hour to an hour, or till the yellow color penetrates through the skins, which depends on their thickness. This can be told by soaking a cut in the thickest part, and if there is no trace of raw skin the operation is complete and the skins are removed from the drum. This completes the first bath, and the skins are either pressed or left to drain off for a few hours. The second bath is prepared by dissolving in a tub, in enough water to cover the skins, ten per cent. of the weight of the skins of hyposulphite of soda and two and one-half per cent. of muriatic acid. The hyposulphite is dis-

solved first and the muriatic acid added after. This forms the reducing solution which completes the tanning action. It takes a pale greenish color and smells strongly of sulphur. The drained skins are placed in this solution and kept in constant motion with paddles. It usually takes from ten to fifteen hours to complete the tanning and the skins can be safely left in the liquor over night. The reducing bath changes the color of the skins from yellow to a bluish green, owing to the chromic acid of the first bath being reduced to a chromic oxide by the sulphurous acid of the second. By this action the chromic oxide, which is the basis of chrome tannage, is brought into direct contact with the fibres of the skins which are thus tanned. As soon as the yellow color disappears and



A very stylish Street Button Boot Dull Calf, Tuxedo Model, by the Cleo Shoe Co.

the skin assumes the blue-green color all through, which can be verified by cutting as before, the tanning is complete and the skins are taken out of the liquor. In this condition the leather is full of acid, which, if allowed to remain, would make it almost impossible to color it properly, and besides would seriously injure the quality. So the washing that must now be given should be most thorough and should never be slighted. Warm water containing a small quantity of borax or ammonia can be used, and the skins washed in it for half an hour, rinsing them afterwards in clean water for another half hour. After rinsing they are pressed to expel superfluous water and are ready for finishing. By the use of aniline colors any desired shade can be obtained, first giving the skins a mordant of sumac in a drum. After color-

ing, the leather is fat liquored. If a specially soft and elastic leather is desired, give it plenty of fat liquor. If the skins were well degreased before tanning and no coloring is applied, the product will be a light, white leather, very suitable for linings, to which a slight fat liquoring and polish may be given. It is a



good plan to allow the skins to stand some time after they are dried, before working up and finishing.

It may be of interest to manufacturers to know that American conditions, which are so closely akin to our own in most respects, are very similar in the matter of supply and demand and consequently of prices in glove leathers. It is stated that the demand for glove leather is gradually de-

creasing as the end of the season approaches. With a renewal of wintry weather another spurt in the demand would not be at all improbable. Glove manufacturers have experienced one of the heaviest periods in the history of their business during the season now closing. The demand among consumers was heavy, while supplies in retailers' hands were light, and consequently an enormous production was required to replenish stocks. Horse, cow, sheep and hog glove leather continues firm.

Chloroform, 1 dr.; alcohol, 2 dr.; aqua ammonia, 10 dr.; sodium carbonate, 2 dr.; castile soap, 1 oz.; water, 4 pts. 2. Aqua ammonia, 2

Preparations for dr.; glycerine, 1 oz.; ether, 1 oz.; Cleaning Gloves castile soap, 1 oz.; water, 2 pts.

3. Castile soap, 1 oz.; borax, 1 oz.; soap liniment, 12 dr.; alcohol, 2½ ozs.; aqua ammonia, 4 ozs.; boiling water, 3 pts. 4. Strong solution ammonia, ½ oz.; solution chlorinated soda, 8 ozs.; distilled water, 9 ozs.; yellow soap (in shreds), 12 ozs.; make into a paste and apply with clean piece of flannel.

5. Javelle water, 8½ ozs.; aqua ammonia, ½ oz.; powdered soap, 12½ ozs.; water, 9½ ozs.; let stand till a jelly forms, then apply with a piece of flannel.

6. Benzine, 8 pts.; chloroform, 4 ozs.; ether, 4 dr.; oil bergamot, 1 dr.

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# Leather Goods

Crocodile, lizard and snake skins are tanned in by no means small quantities, chiefly for use in the manufacture of purses and similar goods,

**Tanning of Fancy Skins** but very often these leathers, marked "genuine," are only imitations.

Crocodile, alligator and lizard leather has great durability and whilst the surface of such leather is extremely horny, the interior is soft and pliable. It frequently occurs that the skins of these reptiles are more or less damaged by inexperience in killing, and the skins often contain several holes caused by gunshot, indicating improper methods of slaughter. Very often, too, these animals are held by the natives to be holy, continues our informant, and must only be killed with certain ceremonies, in which the value of the skin is only of secondary importance. These considerations, therefore, along with the conditions under which the animal lives, make it difficult to obtain large numbers of the skins in good condition. To prevent putrefaction, the skins are rubbed on the flesh side with earth, pepper or arsenic, and are then ready for transporting. The dried skins are first washed in several changes of fresh water for one day. They soak much quicker than the skins of mammals, and the addition of a small quantity of caustic soda to the last wash water is helpful, and produces a slight swelling which is advantageous to the subsequent liming. The goods are carefully struck-out on the flesh, and introduced into weak lime-liquors, where they remain for eight to fourteen days, after which the useless scales and horny hide is removed. This process, similarly to the ordinary unhairing process, is carried out over the beam, and the skins are then brushed with water, to remove dirt and tissue, and deliming follows. This may be accomplished by the use of such things as bran, lactic acid, erodin, purgatol, etc., after which the goods are well washed, and are ready for tanning, which may take place in many ways. The most usual tannage is a vegetable one, using sumach in fresh sweet liquors. Snake skins may be tanned in one day, but lizard, crocodile, and alligator skins take weeks or months, according to the thickness. If the skins are to be used for decorative purposes, an alum tannage is often employed. The skins are drummed or kneaded in a mixture of alum, salt, egg yolk and flour. About ten times the weight of the goods, of alum is used and one-quarter to one-third as much salt as alum, and this is made into a suitable paste by the addition of sufficient egg yolk and flour. After tan-

nage, the goods are dried, damped back in wet sawdust, staked, and again dried. Single bath chrome, and combination tannages may also be employed.

Amongst the various crocodile skins, are those of the Ganges crocodile, about six metres long; the so-called Nile crocodile, seven metres long, found in most of the big African rivers; alligators about five metres long, from the southern parts of North America; and other varieties of alligators from the waters of South America. Various lizard and snake skins are obtained from East India and other places.

For dyeing vegetable-tanned skins, a variety of shades can be obtained by the use of the following dyes: India yellow, acid phosphine, pure brown, Havana brown, orange, cyanol pure green, pure blue, lanafuchsin, brilliant crocein, and formyl violet, which may be mixed in various proportions to give other colors. Dyeing takes place at a temperature of 50 deg. C. and is continued for one-quarter to one-half hour. After dyeing, the skins are dried, staked, lightly oiled on the flesh side

## Dyeing Vegetable-Tanned Skins



Gun Metal Calf, Button, with Gun Metal Ooze Tops, a new, trappy effect, by the Cleo Shoe Company, Limited, London, Ontario

and finally nailed out and dried. The flesh side is buffed by means of an emery paper or wheel, and the "grain" side glazed with a glass or agate roller. If alum-tanned skins are to be dyed, they must first be submitted to a bath of warm sumach, gambier or logwood, and finally dyed similarly to vegetable-tanned skins.

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# With the Manufacturer

The factories are reported to be busy with everything running nice and smoothly. The orders coming in are most satisfactory. Things are beginning to stir a bit in wholesale quarters and the jobbers are also more active. Quite a sorting trade is being done and for the time of year business may be said to be above the average. Down through the Maritime Provinces business is picking up, and good reports also reach us as to the condition of trade in the Province of Quebec. Throughout the West the approaching spring brings with it a revival in business circles, the boot and shoe trade getting a fair share of what is going. There is little complaint as to the slowness of collections, but it is encouraging to know that the 4th of March has been passed with but very few failures being reported. The general outlook is most hopeful, and unless something unforeseen transpires the coming season should be a good one for the boot and shoe trade.

**Business Conditions**

The uncertainty which resulted from the recent political struggle in Great Britain still gives rise to much unrest. It seems almost impossible to get settled down to business again. The prospect of another election in the near future is having an adverse influence upon business. The Leicester correspondent of the Shoe and Leather Record has the following to say:—"The weekly reiteration of the report that business in the shoe factories in this centre is 'all that could be desired'—for that is practically what I have been saying for the past three months—is becoming so monotonous that I sometimes find myself almost on the point of wishing that trade would get either a little better or worse, so that I might have some excuse for varying the tone of my report now and again. But I can see no present prospect of being able to do so, as every manufacturer seems, for the moment, to have all the trade he can cope with, and if the sole measure of his prosperity were the volume or the value of the orders on his books, there would, indeed, be cause for nothing but unalloyed congratulation. I am afraid, however, that there are just one or two 'flies in the ointment.' In the first place, a considerable amount of misgiving is felt as to whether every manufacturer is getting the price for his goods that the present cost of material warrants. One cannot help feeling serious uneasiness on this point when one hears large buyers boasting that they are getting practically as good value in boots and shoes to-day as

was offered them twelve months ago. It is just conceivable that the manufacturer who bought his leather six months ago may be able to keep somewhere in the neighborhood of last year's prices; but what of the manufacturer who is having to buy every bit of his material in to-day's market? The second trouble—general 'hardupness'—is very nearly universal. There are admittedly very few shoe manufacturing firms in the country who can finance their businesses at this time of the year without help of some kind. When the banks are sufficiently accommodating all is fairly plain sailing, but anything calculated to create timidity on their part is almost sure to entail widely inconvenient consequences. I gather that a few of them have recently been tightening their purse strings somewhat, so somebody else has frequently had to do the 'accommodating,' and, needless to say, that 'somebody' has usually been the leather merchant."

In the opinion of at least one prominent superintendent, edges and heels are not made right. He was most emphatic in what he had to say **Edges and Heels Not Made Right** and spoke as though he knew whereof he spoke. "Go into any factory," said he, "and you will note the roughness or the unevenness of the edges." In this he is borne out by another who quite readily acquiesced in what he had to say. He continued:—"No, the edges are not trimmed as they should be. Neither are the heels, but the heels have this advantage over the edges—they are scoured. The idea of finishing a heel properly is first of all to apply a very thin coat of wax and to apply it hot and very evenly all over. I cannot refrain from speaking here of heel burnishing in a Brogan factory. I have seen heels burnished there with very good results by a very simple means. A wheel, rotating at enormous speed, with a cord rubbing against its side, to heat by friction, and a piece of wax over this wheel pressed down on the surface by a small push spring regulated to give the amount of wax needed for each particular kind of shoe. Now the burnisher had every chance to press hard against this burnishing wheel. However crude this may seem, the heels certainly looked good. But here we have people telling us that the burnishing of a heel should not be judged in the shoe factory but a long time after leaving the work room. I do not believe in judging the workmanship while the shoe is on the last or even in the factory. As in most everything else, time will tell. The rolling of sole leather should not be neglected if we are to have a sole that will stand and enable the

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making of good edges. In some factories the edges and heels are made twice over—the pulling over operations twice over—and then manufacturers outside wonder how they make such good shoes.”

### CANADA NEXT.

Under the above caption, the Boot and Shoe Trades Journal, of London, Eng., has the following editorial:—

“Our critics may consider us a little premature (since critics are always either ungenerous or envious) in suggesting to our readers that after America the Canadian market is the next which our shoe manufacturers may set out to capture, with every hope of success. But in saying this we are not speaking without authority or knowledge of the prospects. As is well known, our American rivals send enormous quantities of footwear into Canada (the value of the import last year reached one million and a half dollars), simply because of the close proximity of that market, the similarity of fashion, and because, so far, they have met with no opposition from English houses. Our entry into the American market is, however, calculated to alter all this. The fact that we can sell shoes to America has already proved a wonderful argument in our favor, and quite as much is heard of our success in the Lady Land of the Snows as is heard in that land over which the star-spangled banner waves. Already Canadian houses are plying us with questions concerning the adaptability of our shoes to Canadian requirements. An attempt was made some years ago to put English shoes into Canadian stores, and its failure, due to an imperfect study of the market, still forms some stumbling-block to our progress. Then, whilst our goods were of splendid value—our workmanship, as it always is, the best in the world, and our materials of a sound, honest character, our styles were bad and unpleasing to Canadian eyes. This last difficulty has been removed, and our styles to-day surpass those of any other nation, America not excepted. In support of this contention we refer our readers to a copy of the advertisement which Messrs. Ellet Kendal are inserting in the American press anent their recent purchases in England. Here is an extract from one of their announcements: ‘If you want a shoe that is a masterpiece of comfort throughout, that will be comfortable from the moment you buy it—every moment you wear it, and until it is worn out, buy,’ etc. It may be asked how it is that we can sell shoes in Canada, since the workers there are mainly Englishmen. The answer is still the same as it was in the case of the American trade. Our sole leather is better, and our wages are lower; moreover, we have more skilled shoemakers to spare than Canada has in employment, whilst our productive capacity is many times more than our actual needs demand. We are perfectly well aware that the Canadian duty is not particularly favorable to our trade or to our proposals. It still remains at the unprecedented rate of 25 per cent. ad valorem,

but it is the same towards America, with this exception, that a preference of 33 1-3 per cent. is granted to British firms, bringing the actual duty down to 16 2-3 per cent., or to a point which is only 6 1-3 above the duty levied by America. We are thus in a favored position, the value of which is equal to our cash discount, namely, 6¼ per cent., and it seems, upon the surface of things, to be a reasonable proposition that if America, which now buys English boots because they are better and cheaper, can and does sell largely to Canada, England ought certainly to do so. There are many methods of opening up the trade, but the best way for individual traders is to visit the country and treat in the first instance with the jobbers. The syndicate plan has been proposed to us as being very good, and on first considerations it appeals to us on the score of economy. But it is another of those many ideas in life which sound well and look well, but which do not pan out so well in practice. For instance, there is always the prospect that the goods of one member of a syndicate will be of better style or intrinsic value than those of another member. The best maker will do more trade, and jealousies will arise. They should not, of course, but it has to be written that English shoe manufacturers are a jealous and a touchy congregation of persons, who, declining to show enterprise, are envious of the results which attend the efforts of those who are more up-to-date and pushing. We are about to attack the Canadian market in the same way as we did the stronghold of America; but before issuing our invitations to Canadian buyers we shall be glad to hear from those firms who are prepared to cater for Canada’s needs and requirements. From an estimate of the position, the goods which will find a ready market are the very high-grade goods, men’s and women’s, in restricted quantities, men’s and women’s smart-made, stylish boots and shoes, that after the duty and all expenses are paid can be retailed at \$4.00 and \$4.50; a cheaper grade for the \$3.00 trade; miners’ boots, and boys’ and girls’ boots. Nothing but English sole leather is appreciated: shoddy is barred; so are pieced heels, backed innersoles, and stiffeners. The fittings in vogue are generally one size lower than our own. All other details are substantially the same. Men’s boots are sent out in 12-pair cases, women’s boots in 24-pair cases, and boys’ and girls’ in 36-pair lots, laces and cases free, and carriage paid to London or Liverpool docks.”

Canadian manufacturers will need to put their thinking caps on and devise ways and means to offset this intended invasion of their constituency. “To be forewarned is to be forearmed,” it is said. It is indeed very kind and considerate on the part of our English friends to thus show their hand. When the English manufacturer embarks upon the Canadian market, he will find the Canadian manufacturer a fair and honorable competitor, who has faith enough in the quality and price of his own output to ensure him against any competition which may come from across the seas or elsewhere.

# On the Road

Somehow, the tendency of the selling unit to let the customer "kick" and not handle the "kick" with

## Confidence and Customers' "Kicks"

common sense plus dispatch at the time—settling it if possible instead of passing on the "kick" to the office, appears to me to show a lack of confidence. Every firm, to survive, must be built on a foundation of serving a satisfied trade. Remember this when someone says we are fighting our customers. Surely each salesman representing a business house of modern ideas and methods, should be able to know enough about the goods, method of manufacturing, system of inspection and shipping, records, etc., of his firm to properly explain or adjust the complaint in such a businesslike way as will make a real friend of the "kicker" for himself and the firm. To pass on the "kick" to the office reflects on the house and the salesman from the same angle. To be right on the job with a "I am glad you have brought this to my attention. Let me see your order and our invoice, also the goods, for if things are as you say, we are wrong. You can well understand that we have the human element to contend with in our business. I shall, of course, see that any error is adjusted to your satisfaction, as I realize you are most fair and reasonable," etc. The "our" feeling when thinking of the house, on the part of the salesman, is so necessary. So many, for the moment, fight the house for the customer. It hurts even to create that impression when you put it in words. It's all in the confidence you have in yourself and what you know about business methods, your house and what you sell. Your, or in fact any salesman's experience gives a fund of knowledge that suggests what to do. It's like breaking a pony to the saddle, to adjust a "kick." It's a serious proposition to the pony. He has a "kick" coming and you know it. I shall never forget the story I heard told one time by a western ranger, which I think is most appropriate here, and I cannot help but compare it. I will just repeat his words: "He was a four-year-old Pinto by the name of 'Black Jack' and grew up man-and-fancy-free on a lonesome-looking foothill range. It all happened suddenly; the event was rather forced on me (like the usual 'kick') and while the boys stretched, blindfolded and saddled the pony he seemed to be annoyed. I finally recovered enough to grasp the reins and get astride. Between my weight on the saddle and his cinch squeezing his gizzard, the spirited little cayuse was encouraged to a method of action that made my eyes turn in and my system feel as if I were strapped to a 'milk shake' machine busy on an

old maid's order. All at once it dawned on me I could 'stick' and with the spurs and girt I began to dig into the issue. It was a busy morning but when I got back to the corral, the pony and I hit a friendly basis of compromise. I realized also that I would never again lack confidence with a horse (who had a 'kick' coming)—though I did not go after the horses myself. Black Jack was afterwards my best friend on many a hard and tiresome ride." This shows that you must dig right into the "kicks" and trouble. It's all easy once you ride a few down. Make up your mind that your goods, the plan, the method, the company, the individuals are "right." then hit the saddle and stick to the game. Do not let the other fellow "buck" you off or tire you out with unreasonable argument or demand. Hit hard and clean for a fair and equitable adjustment. When fair to do so, compromise, and remember you represent the house.

When you go into a man's office, he sizes you up. Whether he does this consciously or unconsciously, makes little difference—the result is the same. He analyzes your features, the shape of your head, the cut of your clothes and the way you wear them, your manner and the tone of your voice. From these he makes a mental picture of your character. He weighs you and forms his judgment accordingly. True, his judgment may be wrong, for to err is human. If he were able to hit it every time, he would be more than human. Some men make a special study of the art of judging men, and pride themselves on their ability. Of course, their judgment is more reliable than that of the one with whom the sizing-up is more or less of an unconscious process. Every salesman should realize he is subjected to the sizing-up process, and endeavor to cultivate a manner that will create a favorable impression. Your success depends as much on the judgment passed upon you by those you hope to do business with as by what you say, so do everything in your power to influence that judgment in your favor. Dress well, without being flashy. Cultivate a manner that is impressive—distinctive, one that will please a prospective customer without jarring his sensibilities. Cultivate a quality of voice that, without being loud, will have a ring of sincerity to it that will carry conviction to the very heart of your prospect. This is what is called "putting up a good front." A good front will enable you to secure an audience and present your proposition, but without it your finest selling talk is wasted.



# Leather and Findings

The hide market continues quiet. There are no great quantities coming in and those being received are of the grubby order and consequently not the most desirable.

**Hide Conditions** Prices have moderated slightly owing to the quality of the offerings.

It is said that there are small holdings at different points throughout the country, the idea being that prices will soon take a rise, but as the prices asked are from one-half to one cent higher than can be obtained in car lots in the city, it is not likely that the holders will find any takers. The tanners claim to be well supplied for present needs and are not inclined to buy very freely: The present indications are that the market will continue steady at present figures, the tendency being to ease off rather than to strengthen.

Dry rough splits for innersoling are retanned before they are finished. A good retanning liquor for the purpose is one made of two-thirds quebracho and one-third hemlock; a liquor made of quebracho and palmetto is also good. After

**Retanning Liquor** being retanned, the splits are washed and then treated for a short time in a sumac liquor. After this they are dried partially and are then stuffed with tallow, soap and Irish moss. The splits are set out after being stuffed and a mixture of Irish moss, starch and soap is rubbed in with a brush on both grain and flesh; they are then set out again and tacked on sticks to dry. When dry, a good jacking finishes them for use.

The favorable conditions reported a month ago still continue. Prices have been well maintained and there is every indication that there will be a continuance of the bettered conditions. A large manufacturing

**Leather** and wholesale firm reports that there is a splendid call for all kinds of leather. In almost every line of manufacture into which leather enters there is increased activity. The boot and shoe manufacturers have been good customers and have placed orders quite freely, not only for present needs but also for anticipated wants. Sole leather still continues to sell well in both oak and hemlock, especially the lighter and medium weights. Patents are as popular as ever and will have a big run again this season judging from the sale of patent leather. Colored leathers are much called for in tans and browns. Fancy leathers are meeting with increased sales at firm prices. There are most encour-

aging reports being received from both the east and west. In the Maritime Provinces trade is picking up nicely and the same is true of the Province of Quebec. Everything is opening up well in the Northwest and gives promise of a splendid season. Throughout the Province of Ontario business is good and will greatly improve with the opening of spring. Collections are not quite up to the mark. The export trade is very quiet. The general trade outlook is most promising.

There seems to be continued activity in the leather market in London. A recent Bermondsey report says:

**English Conditions** "Quite a good turnover is reported in leather this week, and the business has been largely of a new character at full current prices. Little stock has now to go in at former figures to anyone. The consumption of both sole and upper is going on rapidly, as all the shoe factories are busy, and look like being so right up to Easter. Each day's post brings more inquiries for items which are running down, and this is the case with light sole just now as much as anything, simply because when the rise commenced there was no special demand in this item and consumers were not always as anxious to cover as they were in stouter stock. Moreover, the rise was not expected to last as long as it has done. The present rush on summer stuff is therefore causing a shortage of all classes—common and best—in sole of light substance, whether it be home tanned or foreign. Indeed, some of the American sides and bends have been much lower relatively all the time. Thus consumers thought, and they are just beginning to realize this as the prices of American sole are commencing to rise, and when the remainder of the leather has been shipped which has been tanned from duty-paid hides and on which the rebate is obtainable, we shall have a natural rise of about 10 per cent., which will come about automatically. Even then American sole will be as cheap as anything else in this country for common sole purposes."

When harness leather is put into hot water before it is scoured, the workman must be careful that the water is not too hot. The warm water softens the grain but when it is too warm it will cause the grain to crack when the leather has been dried. Too much heat in the stuffing wheel also makes tender grain. Leather that is heated before it is put

**Water Must Not Be Too Hot**

into the wheel can be stuffed at a lower temperature than leather that is put into the wheel cold. The temperature of the wheel should range from 125 degrees to 135 degrees Fahr., never higher than the latter. A little too much grape sugar makes leather very tender. Too much water also is detrimental in leather since it makes a higher temperature necessary to force the grease into the leather, thereby burning and weakening the fibres. Leather from which water can be squeezed is too wet to be properly stuffed; it should be just damp enough that no water can be squeezed out before it is put into the wheel. The flanks and soft parts should be damper than the rest of the side, so that they will absorb less grease and be correspondingly less soft when finished. Before the leather is taken out of the drum it should be cooled slowly by being run a few minutes with the door out. It is beneficial to harness leather to take it from the hangers and mill it in a wheel for twenty minutes. This softens it and hastens the tanning without weakening the stock.

### MAKING ARTIFICIAL DEGRAS.

The following article from *Le Cuir*, Paris, will be read with much interest:—

Between the degreas of commerce and the artificial degreas lie the degreas compounds; they all contain some pure moellon, but the quantity is too slight to make a perfect fatliquor. These compounds are made of moellon, fish oil, olein, cottonseed oil, palm oil, refined suint, etc. The addition of resin, oil of resin, or mineral oil is an adulteration; since they cannot saponify they have no value for leather.

The following formula is given for compound degreas: 25 kgs. of whale oil to 80 deg. C.; add 800 gr. of slaked lime; shake until well mixed, then add 50 kgs. of moellon, 20 kgs. of refined suint, 50 kgs. of palm oil and 1-20 of a liter of water. Stir until perfectly cool.

A simpler formula is to melt in a boiler at 80 deg. C. 30 kgs. of whale oil, 5 kgs. of refined suint and 15 kgs. of pure moellon.

The degreas of commerce for dressing leather contains a large amount of tallow. The preparation is difficult to mix. Heat in a boiler at 80 deg. C. for two hours 50 kgs. of moellon-degreas and 120 kgs. of whale oil (blubber). Filter while warm through canvas and add 50 liters of water and 600 gr. of ammonia. Then, stirring all the while, melt in 25 kgs. of tallow and keep on stirring until it is cold. The ammonia helps the emulsion of the fats.

#### ARTIFICIAL DEGRAS.

These contain no addition of moellon or degreas; they are oils, fats or fatty substances oxidized or not by chemical means. To simplify we make four classes.

1. Those which contain suint as a base.
2. Those which contain fish oil as a base.
3. Degreas from olein.
4. Degreas from fat.

1. Artificial Degreas with a Suint Base.—Suint is a fat, pitchy

substance found in large quantities in sheep's wool (30 per cent). It is a secretion produced by the sudorific and the sebaceous glands. The grease secreted by the sebaceous glands is insoluble in water and must be eliminated by a special treatment. The sudorific secretions are soluble in water. Hence there are two distinct operations in washing wool: (a) Washing with clean water to remove the soluble suint, (b) *degras-sage*, a washing to remove the grease, generally with soap suds; it is from this process that the emulsion, suint, comes. Suint has the very important property of emulsifying with water, and so resists oxygen that it will not become rancid. For this reason it is much used in adulterating *degras* and often used in making artificial *degras*. All that is needed to make artificial *degras* look like the commercial *degras*, having but little value as a fatliquor for leather, is to heat to 80 deg. C. for two hours a mixture of suint and blubber; then, after it is filtered, add tallow and cottonseed oil or mineral oil. Below are some well known proportions: (1) Refined suint, 20 kgs.; blubber, 30; mineral oil, 10; tallow, 10; crude palm oil, 5; water, 25 liters. (2) Refined suint, 20 kgs.; blubber, 30 kgs.; fish grease, 5; palm oil, 15; water, 20 liters. (3) Crude suint, 10 kgs.; blubber, 20; tallow, 5; mineral oil, 5; water, 25 liters.

2. Artificial Degreas with a Base of Fish Oil.—In all artificial degreas whose base is fish oil it is a question especially of oxidizing the oil. Some fish oils are on the market which are sold all oxidized. The fraud is apparent.

All artificial degreas with a fish oil basis are not made with oil oxidized, but simply emulsified. We bring out some practical points about the emulsion of fish oil. In explaining this special manufacture which serves fraud, we give some useful information to manufacturers of degreas made of pure moellon and fish oil. Tanners who want to make their own mixtures for fatliquoring leathers of inferior quality will not be hindered by the difficulties of emulsion.

Prepare a solution of caustic potash at 10 to 20 per cent, and heat in a boiler until it boils. Pour into this boiling liquid a small stream of fish oil, stirring constantly. For very good fish oil the amount can be 50 per cent. of the weight of the potash solution, but for poor oil not over 25 per cent. When the proper amount has been added continue to stir and keep hot. From time to time cool a sample. If it does not separate into two distinct layers, and thickens in cooling, preserving a milky, homogeneous look, it is done. It should be stirred while cooling until it becomes thick.

There are some fish oils which when heated and stirred will not emulsify. Hence it is wise to make an experiment in a test tube. Fish oils which will not combine with potash can sometimes emulsify by being treated with a weak solution of soda and then a strong one of potash. Take an example of an oil hard to emulsify. Boil in a large boiler 100 liters of water with 1 gr. of caustic soda; pour in gradually 25 kg. of fish oil. After stirring it vigorously a few minutes it looks milky; then add gradually a solution of very strong potash. Shake vigorously and when the sample is a syrupy, homogeneous mixture, it is done. To make this solution of potash, dissolve warm caustic potash in its own weight of water and leave it for forty-eight hours, stirring now and then. If the emulsion is not thick enough increase the amount of soda to 2 per cent. Note that an emulsion made with a solution of caustic soda more concentrated would yield a solid mass when cold.

3. Artificial Degreas with Olein Base.—Emulsions with an

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olein base can be made which alone, or mixed with pure moellon, can fatliquor leather. The method is identical with that of emulsions with fish oils. That is with a boiling solution of caustic soda followed by caustic potash. To thicken the emulsion add to the mass while warm some olein soap. Olein is a by-product of stearin and is known as oil of tallow. It comes from all kinds of tallow which are subjected to pressure.

4. Artificial Degras from Scraps of Fat.—When fat is too impure for ordinary usage it is used to make artificial degreas. The method is always to make an emulsion with soda and potash. Bone fat, oil of resin, wheat oil, and cottonseed oil form homogeneous emulsions. The color means nothing to the chemist. The trained tanner no longer imagines that the brown color is more efficacious than the pale. A little chestnut extract at 25 deg. Bes., added warm, gives a fine color.

More could be said, but the examples given show how easily degreas can be adulterated. Only an analysis will show which is the cheaper and better of two samples.

### QUEBEC NOTES

#### Boot and Shoe Manufacturers Banquet the Trade

On Saturday evening, the 29th January, a very pleasant gathering took place at the Kent House, near Quebec, in the way of a dinner given by the Quebec boot and shoe manufacturers to their friends engaged in various lines of the city shoe trade.

M. Onesime Goulet, president of the Quebec Boot and Shoe Manufacturers' Association, presided at the banquet. The guests were:

M. M. John Ritchie, sr., Jas. Muir, sr., J. S. Langlois, W. A. Marsh, C. Robitaille, P. Tourigny, E. Jobin, J. H. Larochelle, J. A. Cloutier, C. Blouin, P. J. Hogan, Naz. Fortier, L. Tanguay, H. Gale, A. Falardeau, Paul Hebert, C. Lachance, J. A. Duchaine, F. Blouin, sr., D. Dion, L. Borne, jr., J. E. Samson, A. R. Drysdale, Edgar Clement, F. Blouin, jr., Eug. Thivierge, J. A. Scott, Jos. Thivierge, Luc. Routier, J. B. Drolet, Jas. Muir, jr., L. Gauthier, A. E. Marois, W. Richard, L. Borne, sr., J. M. Stobo, O. Fecteau, P. Blouin, Alf. Poirier, Geo. Bilodeau, J. Borne, V. Garant, F. Schryburt, Jos. Labrie, J. H. E. Larochelle, John McKeen, L. S. Odell, Jos. Senechal, E. Picher, W. Stevens, A. Campbell, Uld. Deslauriers, A. Richard, John Perkins, Ls. Beaubien, Jos. Laliberte, Leon Rouillard.

The following bill of fare was served:

	Celery		Olives
		Oysters	
<i>Sherry</i>		SOUP	
	Consomme	Printanier	Royal
		FISH	
	Snow Lake	Trout,	Kent Style
<i>Sauterne</i>		ENTRE	
		Fancy Lamb	Cutlets
	Mignon de	Caribou à la	Bordelaise
		ROAST	
	Spring Turkey,	Cranberry	Sauce
<i>Champagne</i>		DESSERT	
	English Plum	Pudding,	Brandy Sauce
		Ice Cream	
	Cakes		Coffee
		Fruits	

After the very enjoyable dinner had been done full

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justice, toasts were in order. The first one on the list was to "The King." "Our Guests" was proposed by Mr. O. Goulet and answered by M. M. J. A. Scott and E. Picher; to "Tanners," proposed by Mr. O. Goulet, answered by M. M. Fortier, L. Borne and Uld. Deslauriers; to "Shoe Findings," proposed by Mr. O. Goulet, answered by M. M. L. S. Odell and W. Richard; to "Jobbers," proposed by Mr. O. Goulet, answered by M. M. F. Blouin, O. Fecteau and J. H. Larochelle; to "Quebec Boot and Shoe Manufacturers," proposed by Mr. J. A. Scott, answered by M. M. Schryburt, A. E. Marois and C. Blouin, M.P.P.; to "The Quebec Boot and Shoe Manufacturers' Association," proposed by Mr. F. Blouin, answered by Leon Rouillard, secretary; to "The President," proposed by Mr. L. S. Odell, answered by Mr. O. Goulet; to "The Committee of Organization," proposed by Mr. Edgar Clement, answered by M. M. J. A. Cloutier and J. A. Duchaine.

Among the subjects discussed was the idea of forming a shoe and leather club; this was very well received by all present.

In order to make some variation between speeches a few songs were rendered by M. M. J. A. Scott and J. H. Larochelle, the former's original offering making a great hit.

The party broke up about midnight and returned to Quebec by a special car.

Taken all in all, the Quebec Boot and Shoe Manu-

facturers' banquet was one of the best outings ever given at the Kent House, and too much credit cannot be given to the organizers.

On the 3rd of February the Retailers' Association, Quebec boot and shoe branch, held its annual meeting. The new officers elected are: Messrs. O. N. Shink, president; A. Voyer, 1st vice-president; Jos. Paradis, 2nd vice-president; J. B. Belanger, treasurer; Ls. Dechene, secretary.

The municipal elections for the city of Quebec took place on the 21st February. Among the new aldermen are M. Onesime Goulet, of Goulet & Garant, President of the Quebec Boot and Shoe Manufacturers' Association, and M. O. N. Shink, boot and shoe retailer, and President of the Boot and Shoe Retailers' Association.

### TORONTO SHOE MEN HOLD BANQUET

A banquet of more than ordinary enjoyability was held by the shoe men of Toronto on the evening of Thursday, Feb. 17th, commencing at 8 p.m. Over one hundred of Toronto's representative shoe dealers, travelers and wholesale men were present, and the proceedings throughout were marked by the joviality and good fellowship characteristic of the relations of the various branches of the trade in Toronto.

The scene of the evening's festivities was the well known catering establishment, "McConkey's," where every provision had been made by the management and reception committees for the comfort and entertainment of the guests. The reception committee consisted of Messrs. H. S. King, chairman; W. Waller, treasurer; W. Jardine, G. J. St. Leger, S. R. Hanna and Martin. These gentlemen busied themselves in introducing the newcomers and succeeded in making every one feel at home in a very short time.

The "palm room" or banquet hall was the next point of interest. Here the "bunch" arranged themselves in groups of four or five at a table and did justice to a substantial and excellent repast. First-class musical talent had been engaged and furnished an enjoyable instrumental programme while the banquet was in progress. Following this, chairs were turned round to face the upper end of the hall, order was called by the chairman of the evening, Mr. A. Chisholm, of West Toronto, to whom much credit is due for the success of the evening's entertainment. A speech was then made by the chairman, consisting of a running fire of witty allusions, which produced much amusement and working in a number of popular songs, which were rendered by all present with enthusiasm and evident enjoyment. Mr. Chisholm proved himself to be not only an accomplished orator, but a storyteller of ability. A toast to the King was given and responded to. Then followed a most enjoyable programme, consisting of humorous sketches, songs and instrumentals.

The supposed audience occasionally did some

singing on its own account and was evidently out for a good time, which it certainly had. About half way through the programme a few minutes intermission was allowed, and only those who were known to have signed the pledge or to be interested in the pure water campaign were allowed to leave the hall.

The programme, which was interspersed with numerous encores, included songs by Mr. H. G. Bennett; instrumentals, J. S. McGuirl; songs, Russell Collins; humorous sketches, Harvey Lloyd; song, F. Nancekiville; instrumentals and accompaniments, C. Musgrave. The following was the menu:

	Oyster Soup	
	Roast Young Turkey	
Bells Dressing		Cranberry Jelly
Green Peas		A la Francaise
	Potato Croquettes	
	Neapolitan Ice Cream	
Assorted Fancy Cakes		Assorted French Pastry
Coffee		Cigars

### NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W. C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks.

No. 20,437—Lasts, Trees and Stretchers—Granted to Mr. F. Latham, London, Eng. Wooden lasts or trees, of the kind having a toe-piece with a cylindrical recess, in section greater than a semi-circle, in the rear part and a heel portion having a projection fitting into the recess to form a pivot, are so constructed that the projection is integral with the heel portion. A last-shaped block is cut into two pieces of the required shape by means of a band saw. A metal plate preferably covers the rear face of the toe-piece and lines the recess. To enable the friction between the two sections to be adjusted, a screw may pass through the projection and a slot in the metal plate into a nut in recess.

No. 21,639—Pneumatic Trees—Granted to Mr. I. W. Kennedy, Sunderland, Eng.—This invention relates to pneumatic trees of the type in which the bag is secured to a rigid upper part, and consists in making this part of papier mache, compressed pulp, or like material, recessed to protect the valve. The bag is secured by the valve and is provided with a toe-cap to facilitate its insertion into the boot.

A patent has been granted to Mr. Monk, of Devon, England, for an invention relating to boot trees, etc. Trees and stretchers in which the toe and heel portions are connected by overshot toggle-links are provided with abutting edges on the links at the central joint. Tree members are connected by toggle-links hinged to the members and to each other so that when the toggle is extended by pressing down the rod connected to the joint this joint lies below the line joining the pivots. The links are formed so that their inner ends abut to form stops.

A patent has been granted to Mr. Leach, of Denbighshire, Eng., for an invention relating to boots, etc. This invention relates to detachable heel-pads of the type in which a grooved or flanged plate or ring permanently secured to the heel co-operates with a detachable flanged locking-piece, secured to the heel by screws, to retain a circular correspondingly grooved pad. According to the present invention, the locking-piece is formed so that it fits at its sides into a tongued or grooved member conforming to the contour of the heel. The "tip" conforming to the heel contour is permanently attached to the heel and a flanged circular pad is slid into place. A "clip" tongued or grooved to fit both the top and the pad, is slid in afterwards and detachably

secured by screws either through its face or through a lug formed integral with the clip. The lug may be formed on a separate angle-piece tongued to fit the tip and the tongued rear of the clip.

Mr. W. Robinson, of Ireland, has been granted a patent for a stiffener for boots, etc., which may be applied to old or new boots, in addition to the usual stiffener, and is made from a metal blank which is blocked to the form having a vertical part and horizontal projections. The top edge is preferably rounded or curved. The inner surface is covered with thin soft leather, which is folded over and secured by adhesive to the upper portion of the stiffener, which may be perforated. The stiffener is fixed in the boot by tacking through small holes formed in the projecting parts. In a modified form, the projecting parts extend from an horizontal flange, which is interrupted by short slots to permit of slight alterations in the shape of the stiffener.

No. 21,167—Heels—Granted to Mr. B. P. Gray, Birmingham, Eng.—A pad of rubber, etc., is fixed to the sole under the instep and in front of the heel, with the objects of further distributing the pressure over the feet, lessening concussion, and preventing slipping. The pad is preferably vulcanized to a flap of canvas, etc., which is fitted and fixed between the lifts of the heel, etc., the pad being also secured to the sole by screws, etc. The heel may be made shorter than usual from back to breast or may be recessed to receive the pad, so that this forms the front part of the tread of the heel.

### COOK-FITZGERALD COMPANY

There is no concern in the country whose record approaches that of the Cook-Fitzgerald Co., Limited, of London, Ontario, when the length of time they have been in business is considered. This firm, which entered the field of shoemaking with the one definite idea of making the best shoes in the Dominion and as good as could be sent across the border, began at the top, thus

reversing ordinary business conditions, and has made good in the fullest sense.

One of the prominent leather merchants of the Dominion entered the old quarters of the company when they were located on Carling Street, and remarked to Joseph P. Cook, the managing director of the Cook-Fitzgerald Co., Limited, "I am not soliciting any orders, I have simply called to see the men who have had the courage to start at the top." This was one of the merchant princes of Montreal, who recognized the qualities which make for success in any business. There is an old saying that there is plenty of room at the top. Realizing the correctness and strength of this truism the Cook-Fitzgerald Co., Limited, selected that as their place and have taken it.

There is nothing in the way of accessories necessary in the making of men's shoes of the finest quality which this organization does not possess. They are constantly supplied with the newest lasts and patterns, and the fact that Mr. Fitzgerald, the President, is a resident of New York, where he is in close touch with the leaders in the trade of New England, New York and New Jersey, gives them an additional advantage. The fact that the Cook-Fitzgerald plant at Richmond and Bathurst Streets is now lined up to turn out 1,000 pairs daily speaks volumes for the appreciation shown by the discerning people of Canada for the products of this up-to-date organization. The firm's slogan "Not the cheapest but the best" evidently appeals to them. The unapproachable style, the splendid wearing qualities and the fact that all sorts of feet are readily fitted by the multiplicity of widths in lasts carried is a guarantee of comfort, contentment and in the end satisfaction that no other shoe conveys so well as those of the Astoria and Liberty brands.

There are two men who have done more than any others to bring about these conditions, and they are Managing Director Joseph P. Cook and Superintendent E. E. Donovan. Both of them chewed shoemakers' wax in lieu of gum when they were lads, their respective fathers and grandfathers having been shoemakers. It has been remarked that orators and poets are born,

## REPRESENTATIVE WANTED

**L** *EA*ADING English Manufacturers of Gentlemen's and Ladies' High Class Boots and shoes require a Representative for Toronto, Montreal and Quebec. Must be already engaged in soliciting orders from important retailers. Thorough knowledge of Shoe Trade essential. Terms, Commission only.

*Apply, giving full particulars of experience, and state age, to*

**BOX 3, care SCHROEDERS,**

**1 Trump Street,**

**LONDON, E.C., Eng.**

and ready. The same should apply to shoemakers, and in the words of Messrs. Cook and Donovan it is certainly true.

A traveler for one of the largest New England boot and shoe houses who formerly sold many thousands of pairs of shoes in Canada and who found the Northwest a veritable "happy hunting ground," looked at the samples for the coming trade at the London plant during a visit to his former home recently and remarked after an hour's close inspection, "There's not much use trying to buck those shoes, particularly when the dealer has to pay duty on anything we have to offer him."

It is noteworthy that the largest single order ever given in Canada for fine shoes for men was taken by the firm's Western representative, Mr. J. G. McDiarmid, last season. From all sides words of unsolicited appreciation have poured in to the management. The following from a very prominent dealer of Eastern Canada, whose name may be had upon application, will suffice: "Give the devil his due. If these goods will wear as well as they look they are by far odds the best value in Canada." The above sentiment came from a traveler of twenty-three years' experience who a few years ago forsook the road and embarked in the retail business.

Joseph P. Cook, who is the managing director of the Cook-Fitzgerald Co., Limited, was born in Canada on February 18th,

associated with the firm of E. T. Wright & Co., of Rockland, of which his brother, Alfred W., is President and General Manager, and remained with them for ten years. Prior to coming to Canada Mr. Donovan was with the late Edwin Clapp of East Weymouth for four years, which leaves nothing more to be said in his favor, for any man who could make shoes to suit "Ed" Clapp must have been a master of his craft. Mr. Donovan knows shoes as the Mohammedan knows his Koran, is a strict disciplinarian but the best man in the world to work for if you do the work allotted conscientiously. It has been said of him that he instinctively puts his hand on the "bad" shoe if there is one on the rack he is passing.

J. G. McDiarmid has the Northwestern territory for the firm, his district embracing the main line of the Canadian Pacific Railway from Fort William to Vancouver. "Jake," as he is called by his friends, and they are legion, is about 35 years of age, and there is no more popular man on the road. His word is as good as his bond and his patrons know that whatever he says goes, as the firm stand by their men and any agreement they make. Mr. McDiarmid is an enthusiast on the Canadian Northwest, and has reason to be proud of his record since he became a member of the Cook-Fitzgerald selling staff.

E. L. Lynch, who has portions of Manitoba, Alberta and



Factory of the Cook-Fitzgerald Co., Limited, London, Ont.

1862, and has lived here continuously. At an early age he entered his father's employ as a clerk and by the time he had attained his majority he had bought the retail business established by his father, Philip Cook, in 1864, and he made a pronounced success of it under the firm name of the J. P. Cook Co., Ltd. In the autumn of 1904 the Cook-Fitzgerald Co., Limited, was formed, with C. J. Fitzgerald, of New York, who is Mr. Cook's brother-in-law, as President, J. P. Cook as Treasurer and Managing Director, and Phillip Cook Jr. as Secretary. Like all other new concerns it didn't have its troubles to seek, but the members of the firm were game. They took their losses and tried all the harder to achieve success. Those who prophesied failure for the firm which had such high ideals have since taken off their hats and acknowledged that pluck always wins.

Undoubtedly the turning point which lead to the road to success was reached in 1906 when Ernest E. Donovan was engaged as superintendent. Mr. Donovan, as has been remarked, is a born shoemaker. He first saw the light at Rockland, Mass., in 1866, and at the age of sixteen went to work for his father, a manufacturer of shoes at that place for 32 years. He was then

Saskatchewan, is the youngest member of the sales staff. He is 26 years of age and a reward is offered for anybody who can make him lose his temper. "Ed." learned a good deal about the territory through which he made his initial trip last autumn and expects to get some good business off the ground for fall.

Austin A. Orendorff, who has the western portion of Ontario is a born hustler. Like most successful salesmen Mr. Orendorff was a clerk in a retail store, leaving the J. P. Cook Co., Limited, to take samples of Astorias and Libertys on the road for the Cook-Fitzgerald Company. He is 27 years old. "Austy," as he is familiarly known, is ready with convincing arguments for his patrons as to why they should stock Astorias or Libertys for the coming trade.

James T. Sutherland, who covers from Toronto to Quebec, is well and favorably known throughout the country, having for some years been connected with the sale of men's high class shoes in the United States and Canada. Realizing that the demand for American footwear in Canada is passing and learning that there was a chance to enter the employ of the Cook-Fitzgerald Company, he allied himself with this progressive organization, and

will make his first trip leaving London the second week in March. Mr. Sutherland is an old Kingstonian and has been identified with the shoe business all his life. He is also a hockey enthusiast and in his home town is called "the father" of the game. Mr. Sutherland is full of hopes for big things the coming season.

L. W. Johnston, whose territory includes the Maritime Provinces, has been one of the most enthusiastic rooters for the Astoria shoe since the inception of the firm of Cook-Fitzgerald, Limited. Like Orendorff he learned the shoe game in the retail business, has conducted a store for himself and knows the requirements of the retailer thoroughly. His knowledge gained in active business experience is invaluable to his clients.

John S. Ferns, the credit man of the organization, is a native of London, and has been with the firm almost since its start in business. He is a representative young Canadian, one of the kind that makes good no matter where you put him. The patrons of the concern have always found him obliging in the extreme.

**PATENT LEATHER SHOES**, in both high and low cuts, will be one of the strong lines for spring. Dealers will therefore make no mistake by ordering a good supply of these lines. These shoes will be in great demand immediately when spring opens. The perplexing problem with the retailer is to get a good patent shoe well made and right style to retail at \$4.00. The Sovereign Shoe Company are making a line of Bal or Blucher, on good snappy lasts that solves the problem.

**SHOE TRADE MARK CASE**.—Alleging infringement of trade mark, the Slater Shoe Company has entered action against the Eagle Shoe Company, claiming damages of \$50,000. The plaintiffs complain that the Eagle Company entered into an arrangement with Frank W. Slater, under which they were to use his name in their manufactures. It is alleged further that the Eagle Company has used the name of Frank W. Slater, and that such is an infringement of the plaintiff's trade mark. The Slater Company has also made an application for an injunction against the Eagle Company, seeking to restrain them from using the term, "Frank W. Slater." This is now before Mr. Justice Davidson.—Montreal Daily Star.

**PRESENTATION**.—A very pleasant event took place at the warerooms of the Geo. E. Boulter Co. on Friday, Jan. 21st, when Mr. G. D. Lloyd, Northern Ontario representative of this com-



Mr. G. D. Lloyd

pany, was presented with a handsome cabinet of cutlery on the occasion of his approaching marriage to Miss Robena Coleman, daughter of Mr. and Mrs. J. H. Coleman, 295 Margueretta St., Toronto. The presentation was made by Mr. D. G. Hardy on behalf of the firm and employes, in which he congratulated Mr. Lloyd and extended to him best wishes for a long and happy married life. Mr. Lloyd, who was completely taken by surprise,

thanked his employers and fellow employes for their handsome gift and for the very kindly expressions of good will and best wishes for his future prosperity and happiness to which they had just given utterance.

**SCHOLL MANUFACTURING COMPANY'S SALES FORCE**.—Dr. Geo. R. Young, manager of the Scholl Mfg. Company's local factory, has just recently returned from the annual



Rideau Shoe Co.—Men's Gun Metal Calf Blucher Bal., heavy slip sole, on knob toe last.

meeting of the company's sales force at Chicago, and states that the entire meeting was a success. At any rate, he comes back with plenty of enthusiasm upon returning to Toronto from a week's trip, calling on trade, and states business is very good, and, by orders, he is quite right in thinking so. One of the features at the Chicago meeting was a banquet given at the Illinois Athletic Club. In addition to the many courses of edibles and drinkables, each salesman related a peculiarity of his year's selling—there were a great many discussed by the boys who travel from coast to coast, including many foreign countries. Dr. Scholl, President of the Company, gave an interesting talk, going back to the first arch support made by him. "My first arch support," says Dr. Scholl, "was made in 1902, all sole leather, padded up to give somewhat of an arch, to the sole of the foot—it helped, and the many days and nights spent on the study and experimenting on different individuals who came into the shoe store each day made it all the more interesting. I was a shoemaker, knew how to construct a shoe, and applied that knowledge mechanically in the way to the development of the arch support. The crude leather supports by the time were improved by putting in light steel springs to fit different cases; that was my first point on the theory of a spring support, and resulted in the Tri-Spring Arch Support made in a very crude way until 1905, when it was placed on the market nationally. Imagine how enthusiastic the inventor might have been when men and women, who had been fitted in a pair of these supports, would come back telling of the great relief from all their suffering, some as long as twelve years' standing. In the fall of 1905 I put in three to five evenings each week at a night medical university, and the fight of convincing people of the merit, of the use and great results, began. I still point with some pride to the first dealer purchasing my Tri-Spring Arch Support; this firm to-day, gentlemen, is using an average of five gross of the same support per month. Many shoe dealers who would scarcely listen to a demonstration of my device, are still with us. By getting a thorough education on anatomy, I discovered, by observance and study of statistics compiled, that a vast per cent. of the people were suffering with foot

trouble due to only a light strain or wrenching of the ligaments; that these same people did not really need an arch support, and with that object in view the "Foot-Eazer" was born in February, 1906, and it is needless to say it was taken up by the public with great favor. Then, as the demand was increased, many other articles and styles of supporters were made, special machinery was built, a complete plant established, and now there is a national distribution and constant sale in every part of the civilized globe. You, gentlemen, who worked so conscientiously in the making of this success, I thank you, and I toast you all, as a big co-operative family, for a successful 1910." Those present at the banquet and territories for the year: William M. Scholl, President; A. G. Peters, Secretary; C. F. Zemke, cashier; George W. Vanderporten, manager New York office of the company; George R. Young, manager Toronto office and factory; R. E. Belcher, Pacific coast representative; Harry Schwarzschild, who travels Central States; R. B. McKinstry, Canada; S. Franzen, Chicago and Northwest; Leo Hart, New England States; A. A. Freidenstein, New York.

**FIRE IN ADAMS BROS' FACTORY.**—On the evening of Feb. 14th, a fire which for a time threatened to assume large proportions started on the third floor of Adams Bros' harness factory at King and Frederick streets, Toronto. The blaze did \$1,500 damage to the building and \$150 to the contents. The fire, which started amongst straw used for "filling" in horse collars, was discovered by the night watchman while making his rounds of the building. When the firemen arrived the fire, which was forcing its way towards the front section of the flat, had gained fairly good headway, but after a stubborn fight lasting twenty minutes the firefighters succeeded in checking the flames, which were confined to the one flat. The losses are fully covered by insurance.

**CUSHION INSOLED SHOES.**—There has always been a demand for a comfortable fitting shoe, one that can be worn with ease and comfort from the first time it is worn till the last time of its usefulness. Many experiments have been made and many so-called comfort shoes have been introduced to the public within the last few years, but few of them seem to have received suffi-



cient encouragement to justify a continuance of the production. The felt cushion insoled shoes however are an exception. They are recognized by the trade as possibly the best solid comfort shoes yet introduced and thoroughly meeting the requirements of the trade. Probably none, however, more fully demonstrates this fact than the "Sovereign make." This shoe has several features in its favor, two of which are: it is the most flexible shoe made and the insole cannot creep and get lumpy under the foot. It is not any more bulky than the ordinary shoe, though it car-

ries a thicker bed of felt than any other process. Not a cent is added to its cost by reason of patents, etc., hence all the value is in the shoe. It retails at \$4.00, allowing a good profit to the dealer; it certainly is a hammer.

**MURDER OF GLOVE MANUFACTURER.**—Revenge is believed to be the motive for the murder of Charles Wiltshire, the wealthy glove manufacturer, who was found dead in his factory with 37 stiletto wounds in his body on the night of Feb. 12th. About a month ago Wiltshire caused the arrest of two



The Anglo-Canadian Leather Co., Limited, Toronto

Italians for having sold him stolen property. One was sentenced to serve a term in the House of Correction, and the other was dismissed. It is the belief of the police that the second man, who is now in custody, planned to murder Wiltshire for revenge. The men under arrest are Lorence Bartell, 34 years old, and Frank Ebbolo, 27 years old. The police are searching for the latter's brother, Chris Ebbolo, who they claim was the owner of the stiletto sheath found beside Wiltshire's body. Neither of the men arrested would make a statement. Chris Ebbolo was drawn further into the case when his wife and daughter, unaware of the murder, identified the stiletto sheath as belonging to him. Both said that Ebbolo carried the stiletto in its guard when he left home.

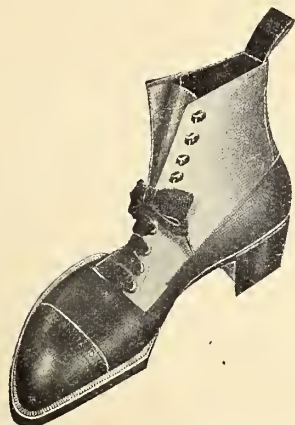
**WILL ENLARGE STORE.**—The Rea store, situated on St. Catherine street, Montreal, between Union avenue and University street, is to be enlarged so as to take in the entire block surrounded by St. Catherine, University, Burnside and Union avenue at a cost in the neighborhood of \$2,000,000. Building will commence in the spring.

**MAKING IMPROVEMENTS.**—Messrs. W. H. Willis & Co., of Wingham, Ont., have recently made improvements to their establishment which will make it one of the largest stores of its kind in Western Ontario. The repairing department has been moved upstairs, the partition removed, and the shelving not only extended to the end of the store, but also continued to the ceiling instead of the ledge as formerly. When the ladders are installed, painting done, and the finishing touches put on, the store will certainly be an up-to-date one.

**RED CROSS ARCH SUPPORTS.**—The demand for arch supports has been increasing at such a rate on account of the fact that the retail merchant has found that it pays to feature them, so that many innovations have been placed on the market. The latest firm entering the field of arch supports is the Red Cross Arch Support Co., Chicago. This support is very light, springy and elastic, but still possesses the strength of a much heavier prop. This new device is said to be an excellent fitter in women's high shanked shoes. The demand for high heels and high arches is increasing, and the higher the arch of the shoe the more apt the shank is to break down. Manufacturers of this new



arch support have kept this fact in mind and have perfected a device especially suited for high shanked shoes. The members of the Red Cross Arch Support Co. have had many years of experience in the shoe trade and along orthopedic lines in conjunction with physicians and the surgical instrument trade. This



**Black Windsor Calf Blucher, mat calf top, very smart fall boot, by the Murray Shoe Co., Limited, London, Ont.**

new device has been termed the "Foot Rest" on account of the fact that it "Rests Feet." This new arch support will wholesale at a popular price, yielding the dealer a good margin of profit. Subscribers of the JOURNAL interested in receiving a sample of this new device may obtain one by addressing the Red Cross Arch Support Co., Chicago, Illinois.

**SOME SHOE SIGNS.**—Freak shoe signs are of not uncommon occurrence. Some of these jokes are intentional, while in some cases more truth may be expressed than the author intended. A certain dealer advertised his store as a good place for "fits." Another dealer, with an appreciation of a joke, advertised his shoe-shine parlor with a card stating that customers might have their "shoes blackened inside." In the window of a New York store is a sign reading: "Shoes, while they last, \$1.00. They won't last long."

**PRESENTATION.**—Mr. J. S. Lovell has severed his connection with the Victoria Shoe Co., Ltd., to take up a position with Messrs. Blachford, Davies & Co., Ltd. Fifteen years ago Mr. Lovell was connected with the old firm of Cooper & Smith. He has been connected with the Victoria Shoe Co. for nine years, and was presented with a handsome pipe and tobacco-pouch. This was on behalf of the office staff, travelers and warehousemen. He will represent Messrs. Blachford, Davies & Co. on his old "happy hunting grounds" in Northern Ontario.

**THE MONTREAL ROLLING MILLS CO.** are the largest tack manufacturers in Canada, and make a specialty of tacks and nails for the boot and shoe trade. This company started business about fifty years ago under the name of Moreland, Watson & Co. It has since grown from a small sized industry to one of the largest in Canada, the present number of employes in the different departments being about 2,000. The works are located in the West End section of Montreal, and have splendid facilities for railway and water shipment, which greatly helps the Montreal Rolling Mills Co. to maintain their reputation of being prompt shippers. Thoroughly organized and well equipped, this company is splendidly prepared to meet the demands of future trade development in Canada.

**CUSTOMS RECORDS BROKEN.**—Customs collections at the port of Toronto for the month of February were the largest on record for any month. They totalled \$1,244,477.83, as compared with \$1,027,511.28 for February, 1909. The total revenue collected at this port for the eleven months just ending amounts to \$11,194,535.74, a gain of \$2,625,238.97 over the same period last

year, and a gain of \$665,432.71 over the same period the year before, which was the largest year in customs revenue at Toronto. If the revenue for March is equal to the month just closed (and it is likely to be more), then the gain over the largest previous year will amount to over \$1,000,000.00.

**THE MURRAY SHOE COMPANY, LIMITED,** wish to announce they have decided not to manufacture a line of women's welts, as they had anticipated doing, but to confine their entire efforts to the making of stylish, high grade men's Goodyear shoes, and accordingly have transferred their women's plant to the Cleo Shoe Company. The Cleo Shoe Company will have their samples before the trade this month, and their line of popular priced women's welts will no doubt be very welcome. Retailers desirous of a strictly up-to-the-minute line of exclusive, carefully-made shoes will have a treat in store for them.

**A SUCCESSFUL CONCERN.**—One of the most successful concerns, in the production of boots and shoes, is that of Tourigny & Marois, at the City of Quebec. Under the able management of Mr. A. E. Marois, a trade has been worked up that the passage of time serves to increase monthly. On several occasions the firm have found it necessary to increase its facilities. Mr. Marois has always made it a point to give the manufacture of boots and shoes his undivided attention, paying particular attention to the quality of materials and every other essential element necessary to the building up of a sound business establishment. Pursuing the above methods Tourigny & Marois has been rewarded, as is evidenced by the fact that the output of their production in 1909 was 25 per cent. above any former year. They



**Mr. A. E. Marois**

have not only retained their old customers, but adding new ones to their list monthly. They sell to the jobbing trade only, and are enjoying a patronage from coast to coast. Messrs. Tourigny & Marois are now contemplating the erection of a new factory

with a capacity of turning out 3,500 pairs daily. Their lines consist of men's McKays and Goodyear welts, women's, misses' and children's calf and goat medium grade.

UTZ & DUNN, of Rochester, N. Y., makers of women's, misses' and children's fine shoes, will this spring send out the largest force of salesmen that ever represented this big house. The firm has increased its output by the building of an addition itself much larger than the old factory, and its output of shoes will be increased from 3,500 to 8,000 pairs a day. Shoe buyers intending to go to Rochester will receive the glad hand at this, the largest shoe factory in New York state making women's, misses' and children's shoes exclusively for the retail trade. In addition to their big staff of salesmen, that covers the United States and Canada from coast to coast, they have this season added three new salesmen, all of whom will shortly be in the trade with new samples. J. G. Cushnie, formerly with Slater & Morrill Shoe Co., of South Braintree, Mass., has been engaged to travel in Missouri, Kansas and Nebraska, the old "Middle West" states that were covered so many years for this house by "Jack" Willett. Mr. Cushnie is a live wire in every sense of the

list, Texas; E. C. Townsend, the South; John S. Groh, New York and Canada; F. W. Gilbert, Maryland, Virginia and West Virginia; Frank W. Rice, Pennsylvania; Ed. F. Rice, Rocky Mountain states; Louis Tiger, part of Rocky Mountain states; Murray Crosby, Michigan; L. J. Laurie, Wisconsin and South Dakota.

Chester F. Craigie, one of the successful newspaper writers and editors of Rochester, has been engaged by Utz & Dunn to conduct their advertising department. Mr. Craigie entered upon his duties March 1st.

ENGLAND AND RUBBER SPECULATION.—England is mad with excitement over speculation in rubber shares. The frenzy has been growing for weeks until it has affected all classes, but there is nothing to indicate that the culmination has been reached or is likely to be reached soon. Based originally on the increasing price of rubber, it has become, so far as the public is concerned, a mere gamble for profits on the rise in shares caused by the boom itself, and without regard to the property or prospects of the companies concerned. Shares are buoyantly active.



Factory of Utz & Dunn, Rochester, N.Y.

word and those who meet him will meet a gentleman and thoroughly posted shoeman. A. B. Golden, who for years bought shoes for his store at Peekskill, N. Y., and who afterwards attained success in the trade publication field, has joined the Utz & Dunn forces to sell the little women's, misses' and children's line only in the principal cities of the West. He knows shoes and shoe values. He will "show you." F. M. Johnston for some years past has been with the John Strootman Shoe Co., of Buffalo. This season he will be in Iowa for Utz & Dunn. He has the proper credentials to recommend him to the best that Iowans who want the best can give him. F. J. Laurie will add Wisconsin and South Dakota to his territory. Everybody should know Laurie, for he's pure gold, except his hat. The other American salesmen are: Ben Stout, the far northwest; W. S. Rogers, Ohio; C. O. Anderson, the Pacific Coast; C. S. Pierce, the Pacific Coast and Alaska; J. W. Dawkin, parts of Washington and Oregon; S. A. McOmber, New York, Philadelphia, Baltimore and Washington; H. E. Mockbee, New England; Dan Corbin, Illinois; Merlau C. Smith, Indiana and Kentucky; Jack McAl-

and many new companies are being floated, with many more to come. Take to-day's newspapers, for instance. They contain no fewer than seven prospectuses inviting the modest sum of \$4,000,000 from the public, which has gone rubber mad. It is not too much to say that the boom is of a nature quite unprecedented. Day after day for weeks past the market has been in confused and excited turmoil. The brokers confess that their eager clients are in ignorance even of the weird names of many of the companies whose shares they are anxious to buy. People who can not afford to lose a shilling in the ordinary course of affairs have been unable to resist the fever and have risked all, including the rent money, in the wild scramble for profits. It is a curious fact that clergymen and widows are always to the fore in gambles of this kind, showing how widespread is this contagious disease. Of course, amid the excitement the shares have risen enormously. There is no doubt that there is much solid substratum to the buoyancy, but whatever it may be, never in the experience of the Stock Exchange has there been a boom like the present, which has not been followed by a severe reaction.—Ex.

JAS. LINTON & CO., manufacturers of shoes, Victoria Square, Montreal, is one of the very few pioneer firms remaining in the heart of the city. The firm of Jas. Linton & Co. was founded 50 years ago, when pegged shoes were as much a luxury as our Goodyear welts are to-day. Mr. J. A. Linton, who is now the head of the firm, succeeded to his father's business some years ago upon the latter's death. The business of this firm has been a continual increase and hence necessitated increased facilities on various occasions, the last of which has just been completed to meet the increasing demand. The factory is one of the largest in the City of Montreal, utilizing a floor space of 50,000 square feet, and has a capacity of 6,000 to 8,000 pair per week. Twelve men are employed to represent the Linton Shoe Co. on the road from coast to coast. Jas. Linton & Co. make everything in the shoe line from a long boot to an infant's cack, and from Goodyear welt to peg. They are making a nice line of women's low shoes for summer and also a nice line of children's and infants' heavy edge turns, the latter entirely different from anything yet introduced to the public. A large range of hockey boots are always kept in stock. Jas. Linton & Co. are agents for the Gutta Percha Rubber Co., also jobbers for oil tan moccasins, gloves and socks. The Linton shoe is sold to retailers only. In the special section of this issue a page advertisement of the popular Linton Shoe may be seen, thus enabling buyers to judge for themselves.

BRITISH COLUMBIA MODIFIES ACT.—A circular is being sent by the Canadian Manufacturers' Association to its members announcing the repeal of the provisions of the British Columbia extra-Provincial corporation act, under which companies holding a Dominion charter, or a charter from any of the other Provinces, were forbidden to do business in British Columbia through travelers, agents or commission houses until they had first taken out a license, at a cost of from \$25 to \$250, according to capitalization, under penalty of a heavy per diem fine, coupled with a refusal to concede such company any status when attempting to use the Provincial courts to enforce the payment of a debt. The new companies act seems to remove all cause for complaint in this regard, only firms with a branch house, a commission house, a broker or resident agent, or who carry stock in the Province, having to provide themselves with a license, or with travelers who reside in the Province. There is a penalty of \$50 a day for firms doing business illegally, and a withdrawal of all rights in the courts until a license is obtained.

ACT INCONVENIENCES TRAVELERS.—Mr. D. McNicoll, Vice-President of the Canadian Pacific, and Mr. George W. Vaux, general passenger agent of the Grand Trunk, both expressed strong disapproval of the working of the Lancaster act, which compels trains to slow down to ten miles an hour in towns and villages and at level crossings where accidents have occurred. The result of this law, they stated, had been to delay trains to such an extent as to frequently prevent connections, thus causing great inconvenience to the railways and the traveling public. It was stated that unless the law was modified it would be necessary for the railroads to alter their schedules, making the train trips a good deal longer, so as to allow for the frequent delays caused by the slowing down. Mr. McNicoll considered that the law was defective in many respects, and that it would be much better to leave the whole matter of train regulation in the hands of the Railway Commission, which received reports of every accident, and was thus in a position to make rules for public safety.—Globe, Toronto.

MUST KEEP SET OF BOOKS.—Canada has a peculiar law which compels a retailer to keep a set of books. It reads as follows: "Everyone is guilty of an indictable offense, and liable to a fine of eight hundred dollars and to one year's imprisonment who being a trader and indebted to an amount exceeding one thousand dollars, is unable to pay his creditors in full, and has not, for five years next before such inability, kept such books of account as, according to the usual course of any trade or business in which he may have been engaged, are necessary to ex-

hibit or explain his transactions, unless he be able to account for his losses to the satisfaction of the court or judge, and to show that the absence of such books was not intended to defraud his creditors."

WORKING FOR PERMANENT TREATY.—The German-Canadian Economic Association has decided to begin work immediately on preliminaries for the conversion of the new commercial agreement into a permanent treaty of commerce and to



McLaren & Dallas, Toronto

invite all manufacturers and exporters concerned to assist the association in the task of safeguarding German interests in the Canadian market.

WANTED—Traveller with connection for Province of Quebec.

Apply by letter to the Murray Shoe Co., Ltd., London, Ont.

WANTED—Travellers for Eastern and Western Ontario; popular price line of Women's Welts. Apply by letter to the Murray Shoe Co., Ltd., London, Ont.

WANTED—A good smart shoe man to assist in order department; no one need apply except they have had experience in a wholesale shoe warehouse. Address Box B62, Shoe and Leather Journal, Toronto.

WANTED—Position as assistant superintendent by young man of wide practical experience in the largest and most reliable shoe manufacturing concerns in the United States and Canada. Fully understands men's and women's welt, McKay and turn work. Best references. Address Box H1830, Shoe and Leather Journal, Toronto.

WANTED—A position as shoe traveler through the Maritime Provinces; have had good experience at retail trade but no connection on the road; will furnish first-class references if required. Address P. O. Box. 64, Sackville, West Co., New Brunswick.

The old question is heard once more as to the popularity of barefoot sandals. There is evidently no reason to fear as to their continued popularity. They are reported as selling well in the Eastern States for future shipment. The fact seems to be that the barefoot sandal is so practical, comfortable and altogether such a commonsense article of wear for children that it has practically become a standard line. The best things always stick, in the best sense of the word. A word of caution which does not seem out of place is with regard to the construction and quality of the upper in this line. These should be durable and should approximately equal in wearing qualities the sole. With a limp, easily torn or ripped upper it seems likely that the popularity of the shoe might be permanently injured.

The time to relax effort is not when business is dull. The dealer who pulls his ad. out of the paper and lets his window go in the quiet season is trying to commit business suicide. The usual seasonable quiet spell is an excellent thing to try the effect of good window dressing. Lay out a series showing seasonable lines. Study your neighborhood carefully. Note the different elements



McLaren & Dallas, Toronto

composing your possible trade. The workingman, the schoolboy and girl, and the office employee are omnipresent. Appeal to them by a definite display showing suitable lines. The doctor, who is out a great deal, and also on his feet for long periods at a stretch, should appreciate something specially adapted to his needs. Do you reach the college trade? Ten to one a bunch of students from some educational institution pass your doors and could be attracted by a special window trim showing something in your line which they require. The women's trade and women's require-

ments will be well looked after in any case. The dealer is accustomed to this. The danger seems to be in neglecting the other classes who might be brought in line by a little special attention and study. The store advertising, whether in the daily paper or by means of advertising material for distribution, should be thought out carefully and should be in line with the window display. Merchants are accustomed to waiting for trade to come to them. In these days of hustle and competition the dealer can often assist himself materially by going after the trade. By pursuing the proper plan, schools and colleges of various kinds can often be circularized—sometimes by means of some cheap but acceptable advertising souvenir.

The death of Col. George E. Church, in London, England, reported in last month's Shoe Journal, is of great interest to Canadians in general and rubber men particularly. Born in New Bedford, Mass., U. S. A., of English parents in 1835, in 1856 he became quite a promising young civil engineer. About 1858 he first became interested in rubber production while on an extended survey in the Argentine Republic. Some years later, after the American civil war, he returned to South America, where he was engaged to construct a railroad in Bolivia, that great rubber producing republic. This project, owing to local political and financial conditions, fell through but has again come to the fore through a treaty between Brazil and Bolivia whereby the former has guaranteed the funds for the construction of the road. We understand that years ago the late Col. Church surveyed a route for a transcontinental line in Canada quite similar to that followed by the G. T. P.

We clip the following interesting item from our esteemed contemporary, the India Rubber World:

**Col. Colt Visits Canada** "Colonel Samuel Pomeroy Colt, president of the United States Rubber Co., was recently in Montreal looking after the affairs of the Canadian Consolidated Rubber Co., Limited, in which the United States Rubber Co. now hold an important interest. He was entertained formally by Mr. D. Lorne McGibbon, president of the Canadian Consolidated company. In 1908 the latter company earned 18 per cent. on its common stock, and it is gossip that the figures for 1909 will show earnings of at least 25 per cent." Col. Colt is one of the widest known rubber men of to-day and has for years been a leading spirit in the world of rubber.

The day has passed when the dealer can afford to ignore the little things and the side lines in connection with any line of trade. The retailer who remarks that he hasn't time to fool with small stuff and that he is running a store, not a peddler's shop, is not making the best of his opportuni-

ties. There are many little accessory lines which help to fill in and retain trade, and every once in a while these side lines develop and widen out to a remarkable degree, sometimes becoming most important adjuncts to a store's business. A careful study of side-lines has often furnished the secret of tiding over what is usually a dull season with the dealer. They may be made to add immensely to the interest of the show window. Every line of this kind which the dealer can add and give the proper amount of attention to is just one more string to attract and hold trade and prevent it getting away to competitors.

The following is taken from an account of the fight between David and Goliath as given by Billy Sunday, the evangelist, a converted

**American  
Revised**

baseball player. It affords an example of English "as she is spoke" in some quarters of this continent:

"And so David's pa comes up to him where he was working in the field and says: 'Dave, better go up to the house, your ma's anxious about the other boys fighting in the army, hasn't heard from them by 'phone or anything, and she'd like you should go look them up. So Dave hops on a trolley and hikes to the front and stays there with his brothers over night. In the morning old Goliath comes out in front of the Philistines and dares the Israelites to fight him. 'Who's that big stiff making all the big talk out there?' asks Dave. 'Why, that's the headcheese, the big noise,' said his brothers. 'Why don't someone soak him one?' asks Dave. 'We've all got cold feet,' says the Israelites. 'You fellows make me tired,' says Dave, and he pikes out to the brook, gets four pebbles in his shepherd's sack, slams one at Goliath and soaks him in the coco between the lamps. Goliath goes to the mat, takes the count, and Dave pokes him in the slats, chops off his block and the whole Philistine gang skiddooed."

A little more attention should be given to the making of the button holes. Too often the holes are too small. Why this should be allowed to pass is a matter of surprise, but it is apparently allowed to go on account of a supposed slight saving in the stitching department. Presumably a larger button hole requires more silk and more cord, and presumably, also, on the larger size button holes the labor would have to be paid more. But where the policy of forcing a button into a hole too small for it is followed, dissatisfaction is given to the wearer and to the finishing room and lasting people as well. Some of these buttons must be buttoned up prior to the lasting operation, and where the hole is too small, buttons are oftentimes pulled off or the button fly pulled out of shape, and invariably the button-hole stock is strained and stretched more than it should be. Even though the cost of making the button hole the right size is a trifle more, it seems it would pay in the long run to make it that way.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
**61, 63, 65 South Street**  
**Boston, Mass., U.S.A.**



# Toronto Markets

**BOOTS AND SHOES**—The market may be said to be uneventful. The prices have been well maintained and appear to be more settled. The manufacturers are busy with spring runs. They report a good volume of trade assured with orders already placed. The wholesale houses are beginning to get busy after the usual stock taking and cleaning up. The jobbers are fairly busy, but things have been a little quiet in the sorting line. The retail trade keeps up well and with the approach of Easter dealers are anticipating increased sales. The rubber end of the business has been good. There is a little unrest in rubber circles at present, and just what the outcome may be it is hard to say. The outlook favors a strong steady market.

**HIDES**—The hide market is rather dull. The receipts are light and the quality of the hides coming in is not the best for even this time of year. Prices have eased off slightly, but are regarded as quite high enough for the quality of hides offering. Small dealers throughout the country are said to be holding off for higher prices, but the heavier dealers in the large centres are not inclined to meet their demands. Tanners are fairly well supplied and are not anxious to buy unless at their own figures, which are usually a cent or two lower than the quotations asked. The following are the latest quotations:—

No. 1 inspected steers	11½	
No. 2 inspected steers	10½	
No. 1 inspected cows	11½	
No. 2 inspected cows	10½	
No. 3 inspected cows and bulls	9½	
Country hides (green or cured)	8½	9
Calfskins, city	11	13
Calfskins, country	11	13
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Sheepskins, each	90	1.10

**TALLOW**—The market is steady with prices unchanged. The following are the latest quotations:—

No. 1 cake	5¼	6¼
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—The market continues quiet with prices steady. The following are the latest quotations:—

Washed fleece	22	24
Unwashed fleece	12½	14

Rejects	16
Northwest wool	15 17

**LEATHER**—The market has continued firm with prices unchanged. A good demand for all grades of leather is reported. Some extra large sales have taken place, and manufacturers seem to be loosening up and placing orders more freely. Both oak and hemlock sole are having good sales, especially in light and medium weights, although a fair movement is also noted in the heavier weights as well. Colored leathers are selling well especially in browns and tans, which are going to be as popular as ever in footwear during the coming season. Patent leather continues popular for both ladies' and gentlemen's footwear, with a consequent increasing demand. Fancy leathers are firm and meeting with the usual sale. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	30
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

## Harness leather—

No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37

## Hemlock Country Harness—

No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20

Kip skins, French	1.10	1.25
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	85

French calf	1.35	1.60
Splits, light and medium	26	27
Splits, heavy	25	26
Splits, junior	21	22
Enamel cow, per foot	20	25
Pebble grain	16	19
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz.	\$0.00	\$12.00

**CUT SOLES**—The market continues steady, with fair sales reported. The following are the latest quotations:—

## OUTSOLES.

	Gauge	Price
Oak—		
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
Spanish—		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

## TOP LIFTS.

Men's XXX	5½	\$1.35—75	4½
Men's XX	5½	1.15—70	4½
Men's X	5	65—50	5
Women's XXX	5	55—50	4½
Women's XX	5	45—40	4½
Boys' XXX	5	70—60	4½
Boys' XX	5	60—50	4½

## SHAPED HEELS.

	Size	Price
Men's	5-8—10-8	8—15c. pr
Women's	5-8—13-8	7—11c. pr

## BOX TOES.

Men's 3¼	5c. pr.
Women's 2¼	3¼c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's 7¼	8c. pr.
Women's 5¾	6¾c. pr.

**TANNERS' MATERIALS**—The market remains unchanged. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6½	7
Cod oil, pure Newfoundland,		
tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½

# Montreal Markets

**BOOTS AND SHOES.**—There is continued activity in the factories, the manufacturers being busy with the spring run. The wholesalers and jobbers have been experiencing a little lull, but soon expect to be hustling again. There has only been a fair amount of sorting done. In retail circles trade is reported good. Rubbers have had good sale during the month. There has been little change in prices, but the market is strong.

**HIDES.**—Since last report hides advanced a couple of cents but soon fell off again owing to the inferior quality of the stock coming in. The receipts are not heavy and all offerings are easily cared for. Tanners never appear to be satisfied, and although the prices of leather have advanced while hides have fallen away, yet they are looking for lower prices. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	12
No. 2 quoted .....	11
No. 3 quoted .....	10
County Prices—	
No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	9

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Country prices—	
No. 1 quoted .....	13
No. 2 quoted .....	11
Lambskins, each .....	1.00
Sheepskins, each .....	1.10

**TALLOW.**—The market remains unchanged with sales about as usual. The following are the latest quotations:—

Extra .....	6½	
Ordinary .....	6¼	
Fair to good .....	6	6¼

**WOOL.**—There is nothing new to report. The market is quiet and prices remain unchanged. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	22	22½
Unwashed fleece .....	15	up
Greasy Cape .....	20	22
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER.**—The market has been quite active and some excellent sales are reported. There is good call for all classes of leather. The boot and shoe manufacturers have placed orders freely. Sole leather of the medium grades in oak and hemlock are in demand for local consumption. Patent and colored leathers have been selling well. Fancy leathers are firm with the usual call. Export trade is very quiet but some enquiries are being received. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 .. .. .	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L .. .. .	26	27½
Slaughter, oak, No. 2M .. .. .	24	25½
Harness .. .. .	32	34
Wax upper, heavy .. .. .	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color .. .. .	18	22
Patnas, black .. .. .	8	32
North African .. .. .	12	18
Chinese .. .. .	12	36
Box chrome calf—		
A. H. French .. .. .	23	
A. Hm .. .. .	22	
A. M .. .. .	21	
B. H. .. .. .	22	
B. Hm .. .. .	20	
B. M. .. .. .	18	
Veal, other European .. .. .	17	20
Veal X .. .. .	15	18

Grassers .. .. .	15	17
Grassers X .. .. .	14	16
Reject .. .. .	12	14
Box chrome kips—		
A. H., Swiss hide .. .. .	18	
A. Hm. Canadian .. .. .	16	
A. M. .. .. .	15	
B. H. .. .. .	15	
B. Hm. .. .. .	14	
C. X. .. .. .	13	
Reject .. .. .	13	down
Dull chrome calf—		
A .. .. .	20½	21
B .. .. .	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A .. .. .	9	10½
Canadian for upper B .. .. .	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. .. .. .	9½	
Slats, A. M. .. .. .	9¼	
Slats, A. L. .. .. .	9	
Slats, B. H. .. .. .	8½	
Slats, B. M. .. .. .	8	
Pickle skins for lining—		
A common pickle .. .. .	8	
B .. .. .	7½	
C .. .. .	7	
Cape A .. .. .	9	
Cape B .. .. .	8¼	
Cape C .. .. .	7½	
Job .. .. .	5¼	5¾
H Facing .. .. .	8¼	
L Facing .. .. .	8½	
Splits, senior, per lb. .. .. .	21	22
Splits, junior, per lb. .. .. .	18	19
Splits, senior, per foot .. .. .	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot .. .. .	6½	
Splits, Lm, per foot .. .. .	6	
Splits, junior, per foot .. .. .	4½	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. .. .. .	10	
Pebble A. L. M. .. .. .	10½	
Pebble A. M. .. .. .	11	11½
Pebble A. Hm. .. .. .	11½	12
Buff A. M. .. .. .	11	
Buff A. Hm. .. .. .	11½	
Buff A. H. .. .. .	12	
Table run pebble .. .. .	9½	
Job pebble .. .. .	8	

# Quebec Markets

**BOOTS AND SHOES.**—The manufacturers have been kept busy with their spring orders and forwarding shipments. On the whole, there is nothing special to record since a month ago. It is reported that there are a few little changes in style and lasts, but none of importance. The preferred colors of boots and shoes this season seem to be black, tan and chocolate. Jobbers register a fairly good sorting business, although it is regarded as the off season. Their travelers on the road report that the outlook is bright. The retailers had a good month and speak well of trade conditions. Cutting in prices is the order of the day among the retail stores. There has been a fairly good movement in rubbers during the last few weeks, the severe weather helping sales somewhat. It can be said that the volume of trade has been in advance of the corresponding period of a year ago. Collections in the district are satisfactory.

**HIDES.**—The market has continued firm throughout the month and everything at present points to continued strength. There is really no special feature to report at this time of the year. The hides being received are not of the best quality. Tanners are not inclined to buy heavy stocks and need

only sufficient quantities to fill orders already placed. Prices are unchanged, and the following may be regarded as the ruling quotations on Quebec market:—

Sheepskins .....	25	1.00
Sheep clip skins .....	15	40
Lambskins .....	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	13
No. 2 quoted .....	12
No. 3 quoted .....	11

## CALFSKINS.

City and country prices—

No. 1 quoted .....	16
No. 2 quoted .....	14

**WOOL.**—Trade has been good during the month and considerable shipments are being made at this time of the year. Manufacturers report that booking continues ahead and that stocks are scarcely sufficient for current needs. There is undoubtedly good business waiting a steady market. No immediate changes in quotations are expected and prices stand:—

Canadian pulled wool .....	23	30
Washed fleece .....	27	29
Unwashed fleece .....	17	19
Greasy cape .....	19	23
Medium .....	24	26

**TALLOW.**—The market is fairly good and steady in tallow. No sales of consequence are reported and we quote extra tallow at 6½c. per pound.

**SHOE FINDINGS.**—The market remains about as reported a month ago. The transactions are satisfactory and prices remain unchanged. With manufacturers a fairly good activity is noticeable, and a steady business is being done, although there is plenty of room for improvement. Stocks at dealers are good and sufficient for present requirements. We quote:

Leather, friction and fibre board	3½	6
Union leather .....	7	8
Stiffners, union .....	1	3
Stiffners, leather board, per 100 pounds .....	75	1.15
Insole leather .....	7	8
Leather board, per lb. ....	2	3

**FISH OILS.**—The trade is fairly satisfactory with few changes. It is reported that the inquiry for the present seems better than it was a few months ago. Stocks are not considerable and the chances are that we shall probably see an increase in prices. An advance has been registered for cod oil from Gaspé and we now pay:

Cod oil, Gaspé, gal. ....	30	35
Sea-hog oil .....	35	38

**Oshawa Galvanized Steel Shingles**  
 You can't afford to roof a thing without Oshawa Galvanized Steel Shingles. Good for a hundred years. Send for the free booklet.  
**PEDLAR People of Oshawa**  
 Montreal, Toronto, Halifax, St. John, Winnipeg, Vancouver

**JAMES PRICE,**  
 DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
 23 and 25 Wellington Street, MONTREAL.  
 Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

**Fred. C. A. McIndoe & Co.**

**Leather Dealers and Commission Merchants**

Selling Agents for  
**Breithaupt Leather Co. - Berlin.**

**85 ST. PETER ST., MONTREAL**



Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	70	75

LEATHERS.—The market continues much as last reported. The manufacturers have been buying for immediate requirements, which has swelled the sales for the month very satisfactorily. Prices remain practically unchanged. Harness leather has perhaps shown the best demand. There is a fairly good call for all kinds of leather, patents and fancy leathers receiving their full share. Tanners are not anticipating a weaker market as there is no indication of a weaker tone in the hide markets. The outlook rather favors a continuation of the

present firm basis. The following are the latest quotations:—

LEATHER.

Harness leather—		
No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	33	
Splits, junior, per lb. ....	32	
Splits, senior, per foot .....	14	
Splits, H and Hm, per foot ...	11½	
Splits, M, per foot .....	11¼	
Splits, Lm, per foot .....	10¾	
Splits, junior, per foot .....	8	
Splits, flexible, per lb. ....	24	
Splits, trimmed, H M, per lb..	34	
Splits, trimmed, M, per lb..	34	
Pebble, A L .....	20	
Pebble, A L M .....	18	
Pebble, A M .....	19	
Pebble, A H M .....	19	20
Buff, A M .....	19	
Buff, A H M .....	19	
Buff, A H .....	20	
Moccasin leather, red, per stamp		
weight, lb. ....	11	
Oil grain (Quebec) per foot..	18	19
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	

Glove grain .....	16	18
Heavy grain .....	17	19
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	16	23
Patent kid .....	36	46
White alum .....	11	15
Sumac .....	9½	11
Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

TANNERS' MATERIALS.—The market is unchanged, with a fair amount of business being reported. The following are the latest quotations:—

Degras .....	2½	6
Sumac .....	\$68.00	
Gambier .....	4½	5½
Hemlock extract .....	3¼	4
Hemlock bark, per cord ..	7.00	7.50
Oak extract .....	3	3½
Mineral tanners' extract ..	5	6½
Scuth, lb. ....	3½	

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# American Markets

## HIDES

**PACKER HIDES.**—The market has experienced quite an easing off since last report and is regarded by many as on a more satisfactory basis, although it is not so easy to convince the man who has a few car loads to sell of that fact. Native steers sold at 14½c for January-February take-off. Spready steers are without reported sale. Butt-branded steers vary from 13¼ to 14c, but are quiet. Texas steers are held at 15½ to 16c for December-January salting. Stocks are light. Colorado steers were bid 13c for January-February take-off, but the offer was refused, dealers asking 13½ to 14c. Heavy native cows, 55 lbs. and up, are offered at 13½ to 14c. Light native cows are quoted at 13c for February salting. Branded cows are held at 13c for January-February take-off. Native bulls are quoted 12½c; branded bulls 11½ to 12c, and some are asking an advance on these figures. The following are the latest quotations:—

### PACKER HIDES.

Native steers—			
Spready .....	17¾		
Heavy .....	14¾		
Light .....	13¾		
Texas Steers—			
Heavy .....	15½		
Light .....	14½		
Extreme .....	13½		
Butt-branded steers .....	13½		
Colorado steers .....	13½		
Native cows—			
Light .....	13		
Heavy .....	13½		
Branded cows .....	12¾		
Branded bulls .....	11½	12	
Native bulls .....	12	12½	

**COUNTRY HIDES.**—The market has been fairly active owing to the tanners taking a little more interest. Dealers are asking more than the tanners are willing to give, consequently sales are not as brisk as they might otherwise be. No. 1 steers, free of brands and grubs, 60 lbs. and up, are quoted at 13c, but better than this was obtained for a choice lot. No. 1 cows, free of brands and grubs, 60 lbs. and up, brought 12c. Branded steers and cows, 40 lbs. and

up, are unchanged at 10 to 10½c. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., changed hands at 12c for choice offerings, the ruling figure being 11½c. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., were sold at 12c, but this price has been shaded. No. 1 kips, 15 lbs. to 25 lbs., ranged from 11 to 11½c. No. 1 calfskins, 8 to 15 lbs., are quiet owing to a difference between buyers and sellers, the latter asking a cent more than the former are willing to pay. Light calf is quoted at \$1.00 and deacons at 80c. No. 1 horsehides are quoted at \$3.75 to \$4.00. The following are the latest quotations:—

No. 1 cows .....	11¾	12
No. 1 buffs .....	11½	12
No. 1 extremes .....	11½	12
Heavy steers .....	13	
Heavy bulls .....	11	
Calfskins .....	15	16
Kips .....	11	11½
Deacons .....	80	1.10
Slunks (packer) .....	85	90
Slunks (country) .....	50	60
Horsehides .....	3.75	4.00

## LEATHER

**OAK SOLE.**—The market is pretty well sold up, the stocks in hand being very light. Prices are steady and firm. The following are the latest quotations:—

<b>Scoured backs—</b>	No. 1.	No. 2.	No. 3.
Light .....	43	39	36-38
Heavy .....	43-44	40-41	36-38
Medium .....	43-44	40-41	36-38

And other grades in proportion.

<b>Scoured bends—</b>			
8 to 10 lbs. ....	48	46	43-44
10 to 12 lbs. ....	48	46	43-44
12 to 14 lbs. ....	48	46	43-44

<b>Texas sides—</b>		
X h'v free of brands .....	36	
A h'v one brand .....	34	
B h'v two brands .....	33	
C h'v more than two brands .....	32	

<b>Texas bends—</b>		
XX .....	54	
X .....	49	
A .....	47	
B .....	46	
C .....	45	

**California sides—**

<b>Light—</b>		
No. 1 .....	30	31
No. 2 .....	29	

**Medium—**

No. 1 .....	30	31
No. 2 .....	29	

**Heavy—**

No. 1 .....	32	33
No. 2 .....	29	

**California backs—**

**Light—**

No. 1 .....	33	34
No. 2 .....	31	32

**Medium—**

No. 1 .....	35	36
No. 2 .....	32	

**Heavy—**

No. 1 .....	37	38
No. 2 .....	32	33

**ROUGH LEATHER.**—Since a slight easing off in prices took place business has increased. Tanners were rather reluctant to accept lower figures, but when one started, the rest followed. The following are the latest quotations:—

### Hemlock.

Card .....	36	37
No. 1 .....	32	
Steers, No. 1 .....	29	30
Steers, No. 2 .....	31	
P D'g'd .....	24	25
Bulls .....	25	26

### Oak.

	No. 1.	No. 2.	No. 3.
Country, light .....	34	33	31
Country, Med. ....	34	33	31
Country, hy. ....	34	33	31
Packer, hy. ....	35	34	

**SPLITS.**—There has been a better demand for heavy finished splits but lights are still somewhat of a drag. Flexibles are well sold up. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	26	23
Flesh .....	27-43	31-44
Flex .....	9-14	

There is a good market for all grades of leather. Patents are meeting with continued large sales. Colored leathers are much in evidence. All fancy leathers are selling well. Sheepskins are firm and unchanged. There is a good call for all kinds of offal.

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No. 4.

April  
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HEAD TH  
**CANADA'S**  
**FOOT**  
REMEMBER TH  
ORDER  
**FALL**

**MATERIAL**  
**STYLE-FIT-**  
**FINISH and**  
**WORKMANSHIP**  
OF THE  
**HIGHEST ORDER**



Are embodied in every pair of  
**SHOES** we make. Every detail  
receives the most careful attention

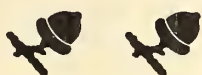


**MINISTER-MYLES**  
TORONTO = = = COR. PEARL AN



# "CANADA" "VASSAR"

BRANDS that  
BEST OF  
FINEST  
WEAR



WHEN PLACING YOUR

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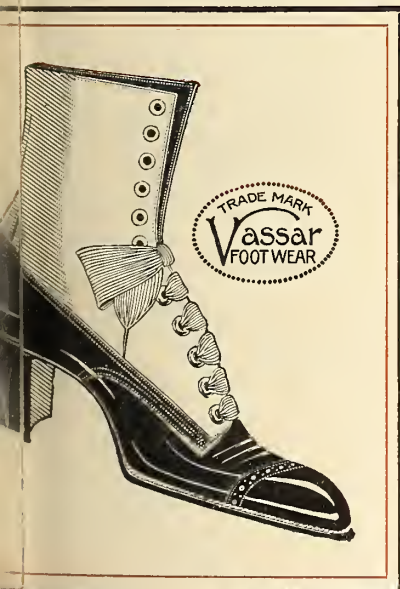
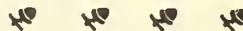
— OUR —  
**SALESMEN**  
Are NOW On  
The ROAD

WITH A COMPLETE LINE OF

## FALL SAMPLES

Containing Many NEW  
and EXCLUSIVE Styles

No Dealer can afford to overlook  
this line when PLACING for  
FALL and WINTER



SHOE COMPANY LIMITED  
MACOE STREETS = = = CANADA

## WE ARE COMING

with a Full Line of

## SOVEREIGN Shoes

IN PATENT  
LEATHERS

Including Our  
Guaranteed

### PURITAN PATENT COLT

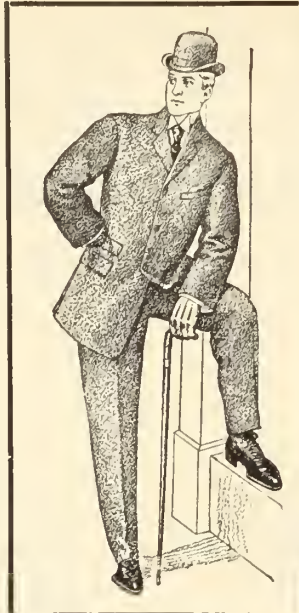
Tans and Blacks  
In All Leathers  
High and Low Cuts

Designs are Snappy  
and Workmanship  
the Best

The Styles are  
Attractive and Make  
New Customers

They Fit Properly  
and Easy

They are a Luxury  
to the Customer



## WAIT FOR US

It Will Pay You To  
Inspect Our  
Samples  
Reserve Your Order  
Until They Are  
Submitted

## We Specialize

IN  
**MEN'S SHOES  
ONLY**

And Claim Perfection as Nearly as it is Possible for a Specialist to Make Them

The Price May Be Forgotten but the Quality Never

The Margin of Profit to Retailer is Largest

A Trial Order Will Convince You

Think It Over



# Sovereign Shoe Company, Limited

102-104 Atlantic Avenue = = Toronto

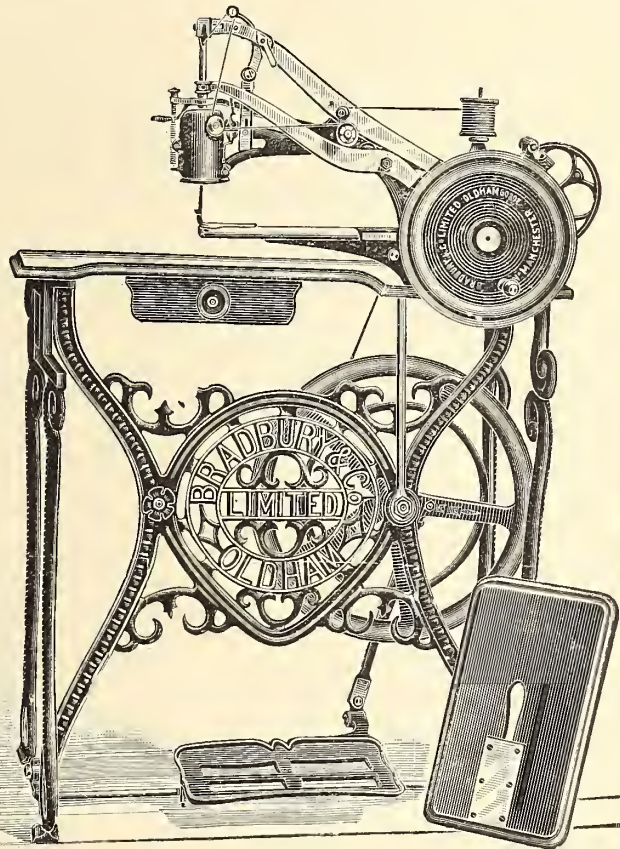
# “DREADNOUGHTS”

That's the size of our Business in Leather Findings and Shoe Store Supplies. Full Line Silk, Mohair and Leather Laces, Dressings, Dubbins

## Bradbury Patching Machines

No better. Can be used as an Arm Machine or Flat Machine.

All reliable jobbers handle these goods.



Canadian Agents for the celebrated Bradbury (made in England.)

Our Manufacturing Department is quite busy on Shoe Uppers Leggins, etc.

Have you seen our **Dollar Leggin** It's a winner. Order now. See our New Ankle Supports for next season.



Gem Tubular Rivet Machine, sets perfect, \$1.00 each.



Gem Hook and Eyelet Machine, sets all Hooks and Eyelets, \$2.25.

We are Canadian Agents for Simon Ullmo French Calf and Kip, Solidity Repairing Jacks, Schultze Bunion Protectors, the only kind that protect as they have a Toe Cap.

B. B. Patent Moccasins are giving satisfaction to jobbers, retailers and users. What would your boot be without a stiffener? Our moccasin has stiffened heel. Place your order with us early.

ESTABLISHED 1881

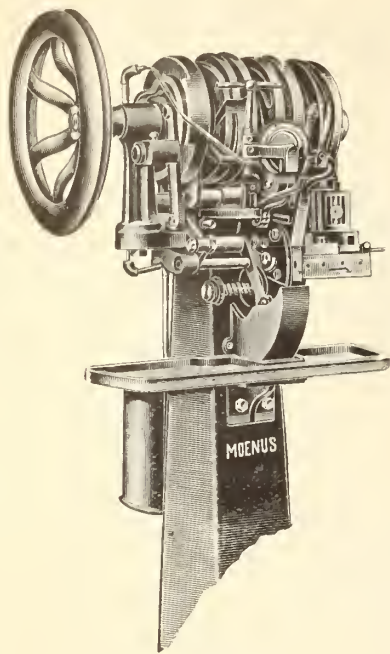
INCORPORATED 1910

**Beal Bros. Limited, TORONTO - ONT.**

Tannery, UXBRIDGE, ONTARIO

Office, Warehouse and Factories, 52 Wellington St. E.

ESTABLISHED IN 1862



No. 919.

“MOENUS” LOCKSTITCH  
WELT FAIRSTITCHER.

Sold in connection with No. 918  
“Moenus” Chainstitch Welt  
Stitching m/c.

# Moenus Machine Works <sup>Limited</sup>

## Frankfort o. M., Germany

SAVE MONEY BY BUYING NON-ROYALTY  
MACHINES.

Think this over before placing your orders.

DO YOU KNOW WHAT IT MEANS IF YOU  
BUY ROYALTY MACHINES ?

Ask those who have had some.

WRITE FOR ILLUSTRATED CATALOGUE AND  
COMPARE PRICES.

Estimates and quotations by return.

## Machines for Boot and Shoe Factories, Tanneries and Belting Manufacturers.

Complete outfits for the whole leather trade.

## Bicycle Step Ladder

*Made of Oak*

*Natural Finished Wood*

*Japanned or Nickel-plated Mountings*

## CASH and PACKAGE CARRIERS

WRITE FOR CATALOGUE




Manufactured by

### The Hamilton Brass Manufacturing Co., Limited

Montreal Office, 327 Craig St. W.



HAMILTON, ONTARIO

# TALK is CHEAP



and we quite agree with the old familiar saying. If the goods which you turn out do not bear out what you say, then you had better keep silence. ~ ~

When we claim superiority for our goods we back it up by putting the quality into every pair turned out of our factory. If you would be right in the swim, order a full range of our splendid lines of Men's, Women's, Misses' and Children's Footwear. Our travellers have something specially fine to show you for Fall Trade.



**Williams Shoe Company**

**Brampton  Ontario**

**Prompt and Accurate Service**

# Canada Screw Co.

CONSOLIDATING

LIMITED

The Ontario Tack Co., Limited, and Canada Screw Co.

MANUFACTURERS OF

Shoe Nails, Shoe Tacks, Cobblers'  
Rivets, Etc.

And Every Description of Nail and Tack Used by  
the Boot and Shoe Trade

WIRE And All Kinds of WIRE NAILS

Wood Screws, Stove and Tin Bolts, Rivets, Bright Goods, etc.

TORONTO

HAMILTON, Ont.

MONTREAL

## 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and colors of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean and White**. In patent sprinkling top cans, 25c.

Send for circulars giving full particulars of our other Polishes to WHITTEMORE BROS. & CO., Boston, Mass., U.S.A.

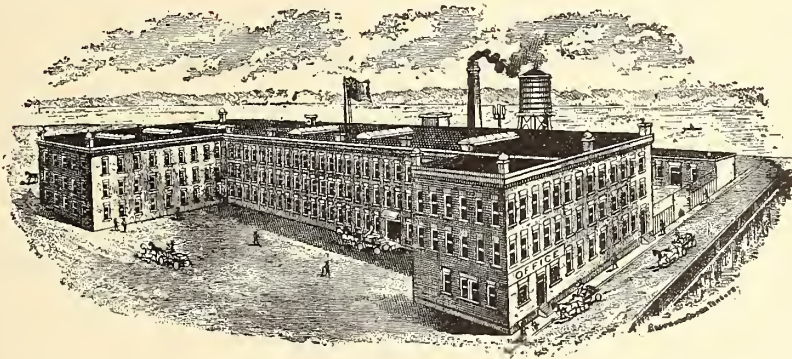
For Sale by the Shoe Findings and Shoe Jobbing Trades of all Canada.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**

# WE HAVE ADDED ANOTHER LARGE ADDITION TO OUR EXTENSIVE FACTORY

IN ORDER TO ENABLE US TO MORE PROMPTLY  
HANDLE OUR CONSTANTLY INCREASING TRADE

OUR  
GREATLY  
INCREASED  
TRADE



DEMANDS  
GREATLY  
INCREASED  
FACILITIES

*After standing the test of nearly half a century*

SOLID **YAMASKA** BOOTS  
LEATHER **BRAND** SHOES

*Are still the acknowledged leaders for quality and wear*

**SPECIAL** We are making a full range of Long Boots, Prospectors', Miners', and Lumbermen's, in tan and black leathers in 7, 10, 15 and 18 inches high. These are specially fine lines and great sellers.

¶ We are also making a complete range of MEN'S, BOYS', and YOUTHS', WOMEN'S, MISSES' and CHILDREN'S, in Pegged and Standard Screwed.

With a new wing added to our factory and new machinery installed we are now in a position to give our patrons the best service possible. Place your orders early.



**J. A. & M. COTE CO.**

ST. HYACINTHE, QUE.

*Our Travellers are now on the Road with Fall Samples*

**M**ANY  
 ERCHANTS  
 AKING  
 ONEY ON



**“ NUGGET ”**

**POLISHES**

*HOW ABOUT YOU?*

— WRITE —

**The Nugget Polish Co., Limited**

TORONTO

OF CANADA

HALIFAX



**WOOD-MILNE RUBBER HEELS**

WOOD-MILNE Heels are made from infinitely higher grade of rubber than any other heels, hence there are more WOOD-MILNE heels sold than any others, because they are the best.



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.

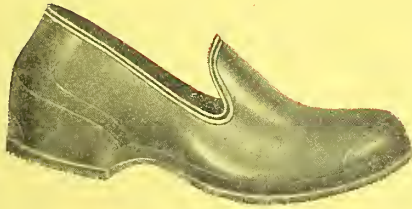
Stocks held by. C. Parsons & Son, Limited, Toronto



**M**

**M**

# "Miners" and "Sheffords"



**ROYAL**  
Storm, Net Lined

The RUBBERS that will satisfy the most critical. Their appearance will attract them all.



**SOCIETY**  
Light Storm, French Heel

QUALITY the first consideration from the beginning. The highest standard shall invariably be maintained.



**TOWNSHIP**  
Men's watered silk leg, fleece lined, also in misses', children's, boys' and youths'.

STYLES and LASTS the very LATEST and BEST. The most careful attention being given their selection.



**DUCHESS**  
Jersey Button Gaiter, Cuban Heel

A most complete range of goods that are made RIGHT.



**BUSHMAN**  
7" Leather Top

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

**M**

**M**

# R-I-T-C-H-I-E

SPECIAL BRANDS

## Celebrated TOPIC - ONMERIT - PROMOTER Shoes

CARRIED IN STOCK FOR AT ONCE SHIPMENT

5182—Men's Pat. Bluch. Bal. Goodyear—\$2.90

6117—Women's Pat. Bluch. Oxford F.S.—\$1.90

5070—Men's Pat. Bluch. Oxford Goodyear—\$2.80



# MARJORIE SHOES

FOR CHILDREN

1682—Misses' Pat. Bluch. Bal. F.S.—\$1.60  
2682—Girls' \$1.35 3682—Child's \$1.15

851—Women's White Canvas Bluch. Oxford M.S.—\$1.00  
1852—Misses' 85c. 2852—Girls' 75c. 3852—65c.

1847—Misses' Patent Ankle Slipper—\$1.40  
2847—Girls' \$1.20 3827—Child's \$1.00 4827—Infants' Wheel toe.



OUR TRAVELLERS NOW ON THE ROAD WITH

# MINER RUBBERS

WAIT UNTIL YOU SEE SAMPLES

# GEO. BOULTER COMPANY LIMITED

24 FRONT STREET WEST, TORONTO, ONTARIO



Patent Pump

## A Quarter Million Pairs of Baby Shoes

(That's true)

Were made and sold by us last year (1909). Of course that don't interest you a bit, except that you may like to know what made this enormous output possible. We'll tell you for that should interest You.

It was possible because we have a habit of putting value, style, fit, and *satisfaction* in every pair we make. That's where you come in. When you buy *The Baby Shoe* you are sure of the latest designs (made by our own designers), the best value and *guaranteed satisfaction*.

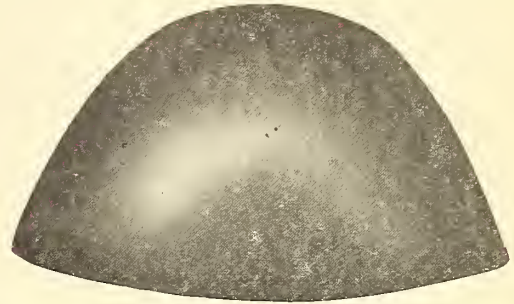
Our business is to please *your customer*. You want to keep *her* pleased, not so much for the profit on the pair of Soft Soles, but for the shoes she will buy for herself, her boys and girls. If you consider "Hurlbut Quality" Soft Sole as high-class advertising you will get big returns. Can you get any other advertising medium that will not only bring and keep your trade, but repay with interest the amount you expend? *Ask your Jobber.*

THE HURLBUT CO. LIMITED  
PRESTON, CANADA

BABY SHOE MAKERS

# Box Toes

## THAT COME ALIKE



☐ You cannot have a neat looking toe on a poorly made box. There must be uniformity as well if there is to be good appearance.

☐ We have carefully studied those points and are now making a specialty of Men's and Women's High-Grade Leather Box Toes for Goodyear and McKay.

☐ We are making a variety of Box Toes such as Cork, Waterproof, Felt, and Combination Leather and Canvas, which are giving the greatest satisfaction.

☐ Our Cork Waterproof Toe is becoming more popular than ever. Why? because it is cheaper than leather and gives equally good results.

## Independent Box Toe Co.

722 Visitation St.  
MONTREAL

Tel. Bell  
East 6001

L. H. Dupre  
Manager


WHERE  
AMHERST  
MAKE  
EXCELS




7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR



# Safely Guarded

If the eyelets in the shoes you purchase have the little diamond  Trade Mark on the surface, as shown above, they are the genuine Fast Color, the only kind (and we want particularly to impress this fact)—the only kind that can't grow brassy, and always look new.

None but the genuine Fast Color Eyelets have the diamond  Trade Mark. They have been placed there to safeguard the shoe wearer as well as the shoe dealer from every possibility of deception. They are one of the most prominent earmarks of a good shoe. Millions of magazine readers are learning each month of Fast Color Eyelets and the method of distinguishing them. We will gladly mail descriptive booklet and samples on request.

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**United Shoe Machinery  
Company of Canada**

Office and Factory:

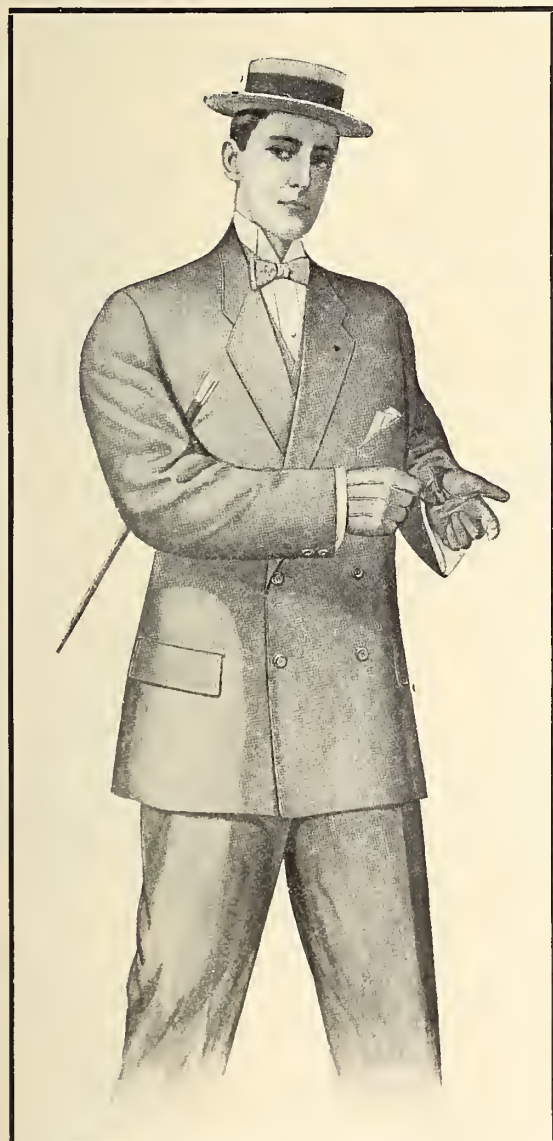
**Lagauchetiere and St. Monique Streets, Montreal**

# FALL 1910 SAMPLES

**ARE NOW BEING SHOWN TO THE TRADE**

*To Retail at \$4 to \$5, and it has been our aim to make this the Smartest and Best Line on the Market.*

Highest possible Quality at the Right Price. Let our travellers "SHOW YOU."



**5 NEW LASTS**—The very latest production from Boston and New York.

**STYLES**—Entirely new and up-to-the-minute. Patterns drafted by the leading Style and Pattern Makers of Brockton.

**RESULT**—A Guarantee of Correct New Styles combined with MURRAY'S recognized High Grade Shoe Value.

**DON'T** pass the opportunity of carefully inspecting these new Fall Models of Wearable Stylish Shoes.

A Live Line for Progressive Shoe Men. You WILL BE INTERESTED.

## MURRAY SHOE CO., LIMITED

London - Ontario



## Canada First—"Classic" Shoes For Fall, 1910 A Good Second

**OUR BUSINESS THIS YEAR WILL BE THE LARGEST IN OUR HISTORY. x KEEPING THE QUALITY UP HAS DONE IT.**

¶ Our new factory has a 3,000 pair per day out-put. We are the largest concern in the country making a specialty of juvenile footwear. We make the largest and most comprehensive line of Children's Footwear, in Turns, Welts and Mckays, on the continent, manufactured under one roof and going direct to the retail trade.

¶ Our factory is subdivided into three departments, each one having a special superintendent for the various processes. Perfect organization eliminates the cost of production and enables us to give you the best shoes in the market at the lowest possible cost. We spend more money on Lasts and Patterns, to keep the styles and fitting qualities above the standard, than any other firm in Canada in this line of footwear.

¶ **BUSINESS BUILDERS**—Reciprocity is the key-note of the kindly relations for which we strive in the distribution of our Famous Classic Shoes—They are, without a doubt, the best money makers in your store. They will stand a margin of 50% and give satisfaction.

¶ Samples are now in the hands of our successful salesmen who will call on you in due course.

We are,

Sincerely yours,

GETTY & SCOTT, LIMITED.

**"Correct Footwear for the Canadian Children."**



# The Classic Line from the Cradle thru the School



Napoleon Butt, fancy topband, Welts and McKay in all sizes.



Pat. Selomie Tie, Turn, Infants 1 to Miss. 6.



Napoleon Butt, Mat Kid Leg, in Welts and McKays, all sizes.



College Girl Butt, in Welts and McKay 2½ to 6.



Youth's and Gent's Pat. Butt, Mat Calf top, Welts and McKays.



College Girl's Gun Metal Butt, in Welts and McKays, sizes 2½ to 6.



Pat. Slant Top Butt, Queen cloth top, Welts only, 5 to 2.



Gun Metal Butt, Slant Top, sizes from Chds. 5 to Miss. 2, in Welts and McKays.



College Girl's Pat. Butt, Slant Velvet Top, Welts only, sizes 2½ to 6.



Vici Kid Bluch., pat. tip, Turn, 1 to 10½.



Pat. Ankle Strap Turn, all sizes.



Creeping Baby's Bal., Butt. or Blucher, in all leathers.

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**GALT - ONT.**



No. J 306 Q—Women's patent colt, black velvet top, button boot, whole fox, bound with patent colt, pearl buttons, onyx last, plain toe, 2 in. heel, welt - - - **\$3.50**



No. J 0306 Y—Women's mat calf top, patent colt, button boot,  $\frac{3}{4}$  fox, patent colt collar, knob last, short wing tip,  $1\frac{3}{4}$  in. heel - - - **\$3.10**



No. J 327 T—Women's black cloth top, dull calf, button boot,  $\frac{3}{4}$  fox, plaza last, short wing tip,  $1\frac{3}{4}$  in. heel, welt, **\$2.75**



No. J 0382 X—Black ooze calf, button boot, circular fox, plaza last, tip,  $1\frac{3}{4}$  in. heel, **\$3.00**

## The Utz & Dunn FALL Style Book Is Now Out



No. J 306 F—Women's mat calf top, patent colt, button boot, circular fox, overlap, short vamp, stage last, plain toe, 2 in. heel, welt - - - **\$2.85**

Look over these few selections from our Advance Catalogue of Fall Styles, which is now distributed.

You will note that button effects are to be particularly popular this year.

Ornamental collars is one of the characteristic features of the ultra styles that mark the 1910 season.

Short vamps, in high boot models, giving the foot a small, trim appearance, will help your sales.

Our salesmen will call on you soon and display these and many other samples. If you have not received this Advance Style Book, write us and a copy will be mailed you at once.

# UTZ & DUNN - Rochester, N.Y.

New York office is removed to Room 405 Fifth Ave. Bldg., S. A. McOMBER, Representative





This is the Brand

# Life-Buoy

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# Rubbers

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An INDEPENDENT Line Sold at INDEPENDENT Prices



**WE ARE NOT IN THE SAME BOAT AS THE REST**

☞ It will pay you to wait until you have seen the LIFE-BUOY samples and prices. We show some lines this season that you cannot afford to do without. They are just what the trade demands, and if you will not handle them your neighbors will.

☞ The time when all Rubbers were alike in quality, style and price, is past. The LIFE-BUOY line brought on the change.

WAIT FOR OUR TRAVELLERS

---

**The Kaufman Rubber Company, Limited**  
**Head Office and Factory, Berlin, Ontario**

Branch Warehouses: TORONTO, 76 York St.; OTTAWA, 281 Wellington St.; MONTREAL, 310 Craig St. West;  
 TRURO, N.S.; CHARLOTTETOWN, The Charlottetown Rubber Co.; WINNIPEG, Geo. G. Lennox, 159 Portage Ave. E.



**The Trade-Mark  
with a Meaning**



# **SURPASS SHOES**

are not the product of a day but the result of years of careful and practical study.

☞ Surpass Shoes are made from the best materials by skilled workmen in one of the best equipped factories in Canada.

☞ They combine quality and economy in such a manner as to make them the most profitable line for the dealer to handle.

☞ Customers get more comfort and wear out of Surpass Shoes than any other line.

**THE LOUIS GAUTHIER COMPANY LIMITED**



**QUEBEC, P. Q.**

Promptness in Delivery



# THE RIDEAU LINE

## FOR FALL

*Will give the dealer who has a talent for money-making an unusual opportunity for increasing his sales*



Men's Tan Storm Moose, 14 in., Buckle Sporting Bal., Bellow's Tongue, Double Viscolized Soles on Prospector Last.



Men's Gun Metal Calf Blucher Bal., Heavy Slip Sole on Knob Toe Last.

Our range of New Styles is a revelation in the art and we know that a careful examination of the lines and comparison of values easily puts us in the lead. We aim to give the highest class of footwear for the lowest possible prices ever attempted by any Canadian Manufacturer. Our representative will prove this to you.

## THE RIDEAU SHOE COMP'Y LIMITED

### MONTREAL

GEO. G. LENNOX, WINNIPEG, Distributor of Rideau Shoes in Western Canada.

*Linton*



*Linton*

Linton's for Wear

**Fifty Years the Leaders**

**See**

Our Latest Summer

**Creations**

**They are Money-Makers**

**Write for Samples**

Linton's for Style

**JAS. LINTON & CO., MONTREAL**

# PACKARD'S

## SHOE STORE SPECIALTIES



### PERFECTION ARCH CUSHIONS

Light, flexible, durable, non-metallic ARCH SUPPORTS give instant relief by taking off the muscular strain and supporting the Arch. Cures flat foot, weak ankles and helps tired feet. *Made in All Sizes for Men and Women.*

### PACKARD'S "COMFORT" BUNION PROTECTOR

Takes the pressure of the shoe off the Bunion.

*Thoroughly Ventilated.  
Relieves Instantly.  
Cures Permanently.*



### FEATHERWEIGHT PNEUMATIC HEEL CUSHIONS

Worn inside the shoe under the heel—absorb the jar—save nerves and spine. A great help for all who have much walking to do.

*In Men's and Women's Sizes.*

A full stock of all the leading lines of Arch Supports, Heel Cushions, Bunion Protectors, Ankle Supports, Etc., kept in stock. See our handsome new catalogue—if you have not yet received one drop us a postal—IT IS FULL OF MONEY MAKERS FOR THE SHOE STORE.

### ROYAL FOOT STOOLS

In oxidized or plain nickel finish—a useful and ornamental addition to any shoe store—a very light, strong and durable stool.



We are Headquarters in Canada for all the LATEST NOVELTIES in Window Fixtures, Shoe Store Supplies and Shoe Findings. ♡ ♡

**L. H. PACKARD & CO. LTD., MONTREAL**

*Doctors*  
 ANTI-SEPTIC  
 SHOE  
 PAT 1908 1909  
 NON  
 PERSPIRO



A - - - - -  
**Specially Constructed Waterproofed  
 Goodyear Welted Shoe**

The Construction and Stitching are different from any shoe made. Before the foot can get wet THREE SOLES must be worn through.

The Linings, Inner Soles and Asbestos Thermal Soles are treated antiseptically. Soles and Uppers are Waterproofed.

*Waterproofed*

PATENT NO. 111543

**This stamp appears on every  
 pull-strap. Look for it.**

Altogether it is an insulated shoe against cold or moisture. Made in NEW SHADE TAN WINTER CALF, CHROME BOX CALF and CHROME BLACK STORM CALF.

**SOLD BY ALL WHOLESALE HOUSES.**

Fully covered by Patents in 1908-1909. Trade Mark Registered.

We are making a strong line of HOCKEY SHOES and every dealer should see them before placing orders. ASK YOUR JOBBER.

**The Tebbutt Shoe & Leather Comp'y**

**THREE RIVERS, QUE.**

# AND NOW FOR A BIG FALL TRADE

Once more have we gathered together all that is LATEST and BEST in Fall Footwear for the Season of 1910.



OUR SPECIAL  
LINES INCLUDING

## THE IMPERIAL SHOE

For Men and Women.  
Goodyear Welted and  
McKay Sewed.

## BEAVER BRAND SHOE

For Men and Women  
Goodyear Welted Only.

## MAPLE LEAF BRAND

All Solid Leather Heavy  
Shoes in Men's, Wo-  
men's, Youths', Boys',  
Misses' and Children's.

These lines of enviable repute are better than ever this year which means to YOU and to US a Big Fall Trade in GOOD GOODS.

*Our Travellers Now Out With Fall Samples*

# McLAREN & DALLAS

30 FRONT STREET WEST

TORONTO

CANADA

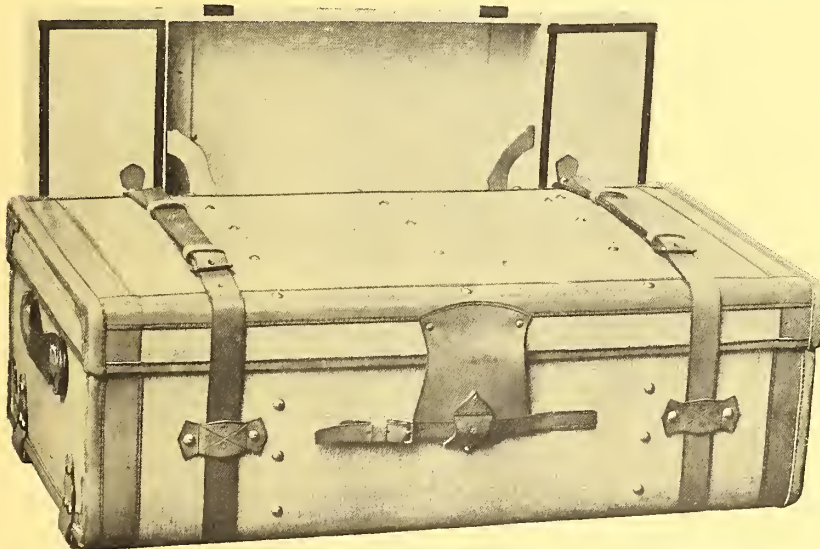




*J. Eveleigh & Co* LIMITED.  
MONTREAL



HIGH--- GRADE  
TRAVELLING GOODS



No. 77--ENGLISH STATEROOM TRUNK

WE ARE SPECIALISTS IN THIS LINE. GET OUR CATALOGUE. SENT FREE UPON APPLICATION.

*J. Eveleigh & Co* LIMITED.

MONTREAL, CANADA

BRANCHES: WINNIPEG -- CALGARY -- VANCOUVER

# PACKARD'S "SPECIAL" SHOE DRESSINGS



## Mon-Ami <sup>WATER</sup> <sub>PROOF</sub> Boot Polish

THE MOST SCIENTIFIC AND UP-TO-DATE LINE  
ON THE MARKET TO-DAY

The latest improvement in combining oils and other leather preservatives so as to form a Boot Polish giving a brilliant lasting shine, softening the leather and waterproofing it at the one operation.

## A MONEY MAKER FOR YOU

### SOME of our OTHER STANDARD LINES are:



Combination Dressings in Black, Tan, Ox-Blood and Brown. Each Box contains a 4-oz. Bottle of Liquid and a Tin of Paste.



Ladies' Special Black. A Self Polishing Liquid in a 6-oz. Bottle. Put up in an attractive carton.



French Glycerine Dressing. A 10c Liquid Self Polisher. There is a good demand for a Cheap Dressing.



Patent Leather Cream Put up in two sizes Keeps the leather soft and pliable



Combination Dressing Pony Size Similar to our Large Combination in Quality In All Colors

# O'SULLIVAN'S SAFETY CUSHION RUBBER HEELS

are made of best quality virgin rubber—are more resilient and lasting than any other heel on the market. The kind to build a reputation with.



**They please your customer and a pleased customer calls again**

**L. H. PACKARD & CO. Ltd., MONTREAL**

CANADIAN AGENTS FOR O'SULLIVAN'S RUBBER HEELS

Manufacturers of HIGH CLASS SHOE POLISHES

# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sub>n</sub> <sup>d</sup> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

## United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

---

# Hello! Hello! Hell—Hold It!

## Canadian Boot and Shoe Manufacturers and Dealers

With progressive ideas should look well into our *Cork Sole Shoe* and *Rubber Welting* (constituting the *Walpole "Dry Foot Process"*). Don't overlook our *Backing Cloths*, our *Improved Felt Box Toes* for turned shoes. Our *Felt* and *Rubber Box Toes* for McKays and Welts are waterproof and cannot be broken down—remember them. In all of these as in all of our other special products "*Walpole Quality*" predominates.

☞ The adoption of these specialties means a largely increased demand and a highly satisfied trade and the extra cost is inconsiderate.

☞ Do not finish up this season's samples nor arrange for any great output of shoes until you have seen a demonstration of our work. Hold your orders till you can satisfy yourself—and incidentally your trade.

☞ A list of highly-pleased American Manufacturers now using our specialties will be mailed upon request.

☞ There is now no reason why Boots and Shoes of Canadian Manufacture should not hold equal rank with the American product—provided always that the same materials and workmanship are employed.

### Let Us Help You To It!

---

REMEMBER WE MAKE  
**CATSPA W**  
**RUBBER HEELS**

They are quality with a capital Q




---

**Walpole Rubber Company**  
MONTREAL Limited

---



"A WOMAN'S SHOE OF DISTINCTION"

## IS DIFFERENT

*In making our initial entrance to the Shoe Trade of Canada, we do so with the utmost confidence of winning your approval and support.*

**All we ask is that You, Mr. Shoe Dealer,  
SEE THIS LINE**

**CLEO**  
FOOTWEAR

*Styles—Have been created by the leading  
Designers of America.*

**CLEO**  
FOOTWEAR

*Lasts—Are the Newest and Best production  
from the Shoe Centres of the World.*

**CLEO**  
FOOTWEAR

*Quality—Will be a Guarantee of Shoe Satis-  
faction.*

**CLEO**  
FOOTWEAR

*Prices—To Retail at \$3.50 to \$4.00  
(Goodyear Welts only).*

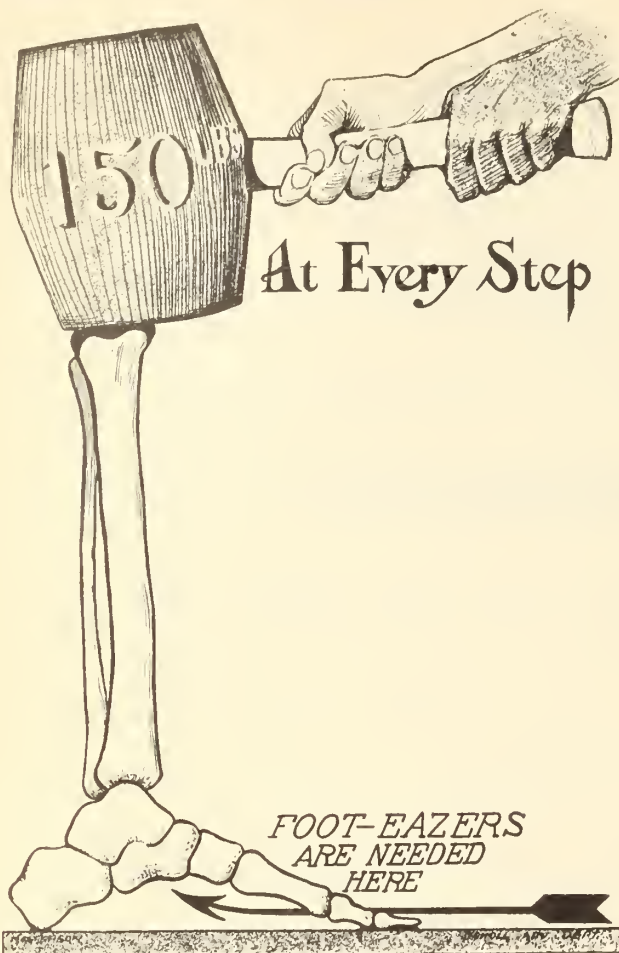
**CLEO**  
FOOTWEAR

*Travellers—Are now showing Fall Samples.*

**Investigate and secure Exclusive Agency**

# CLEO SHOE COMPANY

**London - Ontario**



## THE CAUSE AND THE CURE

**100% profit for you and big value for your customer.**

Over half the people have tired, aching feet due to a partial or complete breaking down of the arch of the foot. Before the day is over they feel like sitting down. As for going for a long walk—out of the question. This ought not to be. Standing should be easy—walking a joy. With

### The Scholl "Foot Eazer"

it is. The foundation being strengthened, the entire structure is better. The arch of the foot is now able to stand the pound, pound, pound of the blows it gets as each step is taken.

Consider for a moment the beautiful, scientific, healthful adjustment of the Scholl "FOOT EAZER" when properly fitted. There is a very gentle pressure of the support under the arch of the foot. As the foot gets into action the arch of the foot is left free to carry whatever amount of the weight it is able to. Any excess is carried by the "FOOT EAZER"—it eases the foot of its excess burden. This excess will vary, but whether more or less, the "FOOT EAZER" does its work, leaving the foot just enough exercise to strengthen it and finally restore it to perfect condition.

The scientific double-spring construction of the "FOOT-EAZER" and the splendid quality of the materials in it allow it to follow and assist every natural action of the foot. Instead of holding the arch of the foot rigid, it encourages and helps the elastic, spring motions which Nature intended the arch to have. This is the vital difference between the SCHOLL ARCH SUPPORTS and "FOOT-EAZER" and the common, rigid supports.

Rigid supports act directly *against* Nature by holding the arch rigid—the SCHOLL ARCH SUPPORTS act *with* Nature by harmonizing with the natural action of the foot—even by forcing natural action if the case is so bad that all natural action is lost.

Soon as you get started in selling the Scholl "FOOT-EAZER" and Arch Supports, you will be astonished at the great number of people whose feet cause them trouble and you will discover that in most cases the trouble can be traced to a weak arch. As you sell "FOOT-EAZERS" and see the wonderful relief they give, you will appreciate what a profitable line you have discovered for yourself and what relief from pains and aches, what comfort, what pleasure you have found for your customers. WRITE FOR SAMPLES AT ONCE.

**The Scholl Manufacturing Co., 472 King Street West, Toronto**

# Chas. Tilley & Son

TORONTO

## Shoe Store Supplies

EVERYTHING  
NEEDED  
BY  
THE  
SHOE  
STORE  
ALWAYS  
CARRIED  
IN  
STOCK

## Soft Sole Shoes

THE  
MOST  
COMPLETE  
STOCK OF  
THESE  
GOODS  
CARRIED  
BY ANY  
HOUSE IN  
CANADA

## Tilley's Special Dressings

DUBBINS  
PASTES  
COMBINATIONS  
SUEDE  
COLORED AND  
WHITE  
DRESSINGS  
MANUFACTURED  
BY  
OURSELVES

## USE THE MAIL

We carry an immense stock of all goods needed by the shoeman and give prompt and careful attention to every order.    ::    ::    ::    ::

# Chas. Tilley & Son

Manufacturers and Wholesalers - - TORONTO

# PHILIP JACOBI

SOLE MANUFACTURER OF

TAILOR - MADE OVERGAITERS AND LEGGINGS



Our Non-Rip Bare-Foot Sandal  
is a  
**JACOBI SPECIAL**  
Built with Counter and Heel Lift.

A full  
range of  
Window  
Fixtures.



Place your order now for

INFANTS'  
CHILD'S  
MISSES'  
WOMEN'S  
MEN'S

and insure prompt  
delivery.

All Colors and Shades of Silk  
Laces

Ox Blood	Tan	White
Black	Scotch	Plaids
Blue	Pink	Grey



SHOE  
POLISHES

Nova, Eagle,  
Blanco,  
Nugget,  
always on  
hand.

Mercerized Laces in Tan, White, Black,  
Ox Blood.

Rifle and Oxfords in Black and Tan.



**PHILIP JACOBI** 5 WELLINGTON ST. EAST  
**TORONTO**  
HEADQUARTERS FOR SHOE STORE SUPPLIES



# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 4.

TORONTO, APRIL, 1910.

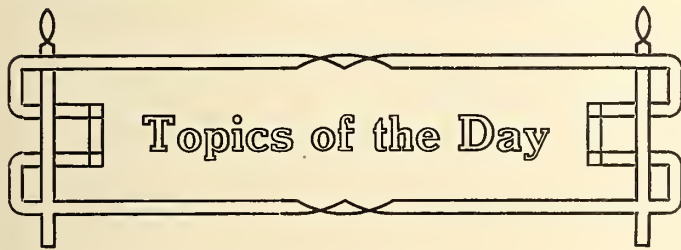
\$1.00 per Year.

**SUBSCRIPTIONS**, Canada or United States, \$1.00 per annum in advance; to Great Britain and Countries in Postal Union 5s., prepaid. Advertising Rates on application.

**ACTON PUBLISHING CO., Limited, Publishers**

Office of Publication  
59-61 John Street, Toronto, Canada  
James Acton, President and Managing Editor    Phones Main 7427, 7428

**TO** avoid delays address all communications and make all drafts payable to the Company.



All markets for all grades of hides and leathers are firm with practically no change at all in actual price. This of course is only to be expected. When it is estimated that to-day there is just about one-half the amount of hide for a pair of shoes that was obtainable thirty years ago the firmness of present prices may be easily understood. What with, on this continent, the immense tracts of land being transformed from ranches to fenced farms, the consequent decrease in the size of the herds possible to feed, and the immense growth of civilization all over the world bringing a greater demand than ever for manufactured leather goods, the reason for stiff and even stiffer prices is not far to seek. It seems to us that the trade for some time to come cannot look forward very hopefully to a revision downward in hide and leather prices.

**THE MARKETS**

All the papers for weeks past have been full of discussions on the tariff question. When they commented on the specific articles affected by the arrangement arrived at in Albany some of their remarks could do nothing but confuse their readers. One Toronto daily showed rather a great degree of ignorance by stating that there was no patent leather manufactured in Canada, anyway, so that con-

cession (it stated) was just a paper one. The concessions as they affect the leather trade were far from "paper ones." They were the real leather ones. There is no better patent leather made anywhere than is made in Canada. Canadian leathers when compared class by class with similar leathers made elsewhere will never lose by the comparison. We make this statement without fear of successful contradiction. On account, then, of the very quality of their articles the Canadian manufacturers of leather after considering the "peace" reached by giving a concession which affected them should be content to raise no great disturbance. Such a statement from The Shoe and Leather Journal may seem paradoxical, but it is not. We are Canadians first, leather magazine next. Had any really great reduction been made in the duty on leathers without having the United States tariff reduced to the same figures; or in this case had any greater sacrifice been made without showing due cause, there would have been no greater adverse critic of the arrangement than ourselves.

**FALL SAMPLES**

We have for years been told by many manufacturers and jobbers that they never pay any great attention to new ideas for the fall trip. Even this season we have been told the same story by a few. The manufacturer or jobber who is in this position had better stick a pin in himself to see whether or no he is really awake. This month we have seen new samples on both manufacturers' and jobbers' hands for fall trade that will give the man with "the same old line" mighty little show. There are just as many opportunities for showing new ideas for fall delivery as for spring. If you don't or won't grasp them the other fellow will and you will be left "in outer dark-

ness." If you aren't going ahead you can just bet your new spring hat that you are going back. So get busy.

The show window is the most important feature of the retail business. Good advertising will bring

### THE SHOW WINDOW

people to your doors but if they are not at once attracted by your window display half its value is lost. Both design and dressing of course affect the window. The window to be of value must catch your prospective customer's eye as many times as possible before he gets past your door. If possible, it should lead him right into your door, which should be set far back from the street line. A page of cuts elsewhere showing designs of different styles could be studied with profit. The matter of window dressing proper is regularly discussed in the department for that purpose.

### GET THE PRICE.—

It is as easy to get a fair margin on goods as to give them away. This seems to be the general opinion of those who are competent to speak on the subject. The man who is always hunting for an opportunity to give his customers cheap goods does not seem to make either customers or money. While price cuts a great figure now in business there are other considerations that count for much. With the advent of prosperous times people are not looking so much for cheapness as quality, and can, as a rule, be induced by fair arguments along this line to pay rather more than they otherwise would for their requirements. There are men in business, however, who are afflicted with the constitutional malady known as "cold feet" and they are constantly struggling with the fear that if they ask a little more for their goods they will lose trade to some competitor. As we come in contact with the great and little of the trade we are able to say that very few of these fearful ones make a marked success of their business. The men who are at the top are

those who know what they are doing and are not tied to the "tail" of any competitor. The man who runs his establishment from his neighbor's desk or counter is out of the race from the start; the fellow who knows what his goods cost him and what it takes to sell them and who puts on them a price that he thinks will compensate him for the expenditure of time and brains put into the business will be at it when the other chap is working for someone else.

**DOES IT PAY?—**We saw recently a store on a

main street "plastered" over with showy announcements that gave the impression that the establishment was the cheapest purveyor of its particular line in the town. The placards were blue, red and yellow and one could hardly see the goods in the window behind them. The thought was at once suggested, what is the general effect upon the prospective purchaser? Does it pay to create this atmosphere or impression of absolute cheapness? Will even those in search of cheap goods be led to give any more credence to the claim for low prices than to those of other establishments? People in search of bargains usually exhaust every possibility before buying and they are likely to be more critical of the establishment that professes so much. With regard to the general run of buyers, the impression made by loud advertising methods is hardly calculated to accomplish the best results. The one in search

### A KING'S OPINION

*The following article is from the pen of Mr. Hugh Chalmers, of Detroit, a man who at thirty years of age was in receipt of a salary of \$52,000 a year, and who is to-day one of the industrial kings of America:—*

The first duty of a merchant or a manufacturer to the public is to advertise. It is his duty to advertise as well and as hard as he can, and to keep at it.

In a broad, economic sense it is the duty of every man with something that can be advertised to advertise it as thoroughly as his means and knowledge will permit.

The great problem with all of us is the problem of distribution. Every influence that aids distribution is a civilizing influence, for civilization is a matter of having the greatest possible amount of necessities, and luxuries, too, distributed among the greatest number of people. Advertising is the greatest single distributive force we know. The man who advertises and sells a good product confers a favor on the buyers by the very act of advertising and selling. If there is a new razor better than the one I have, I would like to know it. If a man can build a better typewriter or make a warmer coat, I would like to have him tell me. He is somehow short of his duty if he fails to tell me. Remember the Parable of the Talents.

Many an article containing great possibilities for usefulness to the people has been largely lost to them because it was not properly pushed. It was not advertised.

Advertising is the connecting link between invention and use by the public. Many a valuable invention has been lost to the world because the inventor either could not or did not tell the people what he had—because he did not convince them that they ought to buy it.

If a product is a good product it deserves to be advertised. It is to the interest of everyone to have it advertised.

The second duty of an advertiser to the public is to tell the absolute truth about the thing he has to sell. Untruthful advertising might succeed for a while, but it would fail in the end. There is no surer law than this. The only business that succeeds and keeps on succeeding nowadays is the business that is built on the groundwork of honest statement.

The third duty of the advertiser to the public is to back up every honest claim made. It is the duty of the advertiser to take care of the people who buy his goods. It is his duty, especially if he is selling a specialty article, to help them in every way he possibly can to get the maximum amount of service out of the thing they have bought.

of medium-priced or higher class goods would certainly be prejudiced so that if the establishment made any pretence to cater to the better class of trade it could hardly hope to draw those who might be prospective customers. If, however, the shop is definitely catering for cheap trade and can take care of it, there may be some merit in the method of advertising.

**PERSONAL.**—Mr. W. D. Bennett, of Boston, Mass., New England manager of "Hide and Leather," dropped in to pay his respects to the Editor. Mr. Bennett is a pushing young man, who is doing good work for the journal he represents.



We knew a man who had the habit of putting "God willing" on the postals he sent out to the trade announcing that he would call on them on or about a certain date. Occasionally a Scripture text graced these and other little missives. It may have been merely a coincidence, but this individual was one of the yellowest, meanest men it was one's lot to have met, and our estimate of him was pretty generally shared by those who had business dealings with him. A prominent man in this city showed the writer an application for a situation received the other day from a young man who headed each page with a text. The young man is still without a job. There is no plethora of genuine righteousness, but there is an awful surplus of the kind that looks for trade or preferment through donning its garb. These men, with one hand on the Bible and the other clutching their neighbor's throat or in his pocket, are more menace to Christianity than all the atheists on earth and the devils in hell. What the world does respect is goodness, and a man does not need to quote Scripture texts to convince people he has the right kind. I would rather know what a man's wife or employes think of him, or hear what the travelers say of him who sell him goods, than get my ideas from his certificate of church membership or the handsome testimonial presented by his fellow-officers and teachers in the Sabbath School. It is in the home, store, warehouse or factory that the test of goodness is found. Charles Dickens, when asked to address a large boys' school in Boston some years ago, when visiting the Hub, arose and said, amidst impressive silence, "Boys, be good," and sat down. Oh! for that goodness which, like the precious ointment, fills the surrounding atmosphere with its fragrance, and turns the arid desert into a garden of roses.

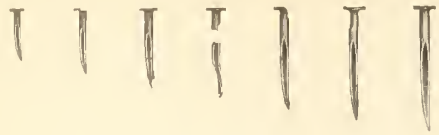
"Through idleness of the hands the house droppeth through." There is many a business that is being slowly swamped by small leaks. There is too little regard amongst employes for the flying minutes, the proper use of which means much in a year to the establishment. Ten minutes wasted by a half a dozen hands in a store means a whole hour a day, three working days in a month, and thirty-nine days in a year. But this amount of time and more is frequently squandered in the most wanton manner, not only by employes but employers themselves. People who would faint at the thought of stealing money seem to have little compunction about pilfering time. The man who gives light weight or short measure, is pilloried as a scoundrel, but the fellow who holds back his time may teach a Sunday School class, or be president of an Endeavor Society, and think the two things compatible. The "greater than Solomon" said "Render unto Caesar the things that are Caesar's." A man owes it to himself, as well as the firm who pays his salary, to give full measure in time and attention to the business in hand; anything short of that is fraud. Put that down. The business man who idles away opportunities for making money or improving his prospects, is on no higher plane than the clerk who does not earn his salary. He may say he is his own "boss," but that does not release him from his responsibility to his creditors and family. The man who is truly his own boss will prove it by exercising the same authority over himself that a judicious employer does over his help. See that you earn your salary, old fellow, just as much as the clerks. Idle hands around a business these days will

soon result in leaks. Down in the West Indies the shiftless negroes are accustomed to piously attribute all their troubles from the failure of the banana crop to a dripping roof to "Gor-a-Mighty." There are lots of lazy, slovenly business men who blame everybody but themselves for misfortune that is as certain to follow neglect as colic green apples.

If the world is all askew, and everything is going to the bows at home, in the office or at the store, don't waste time telling your troubles even to a policeman. Don't take them to the church or even to the Lord, but when you go to bed at night swallow a grain of calomel, and follow it next morning with a seidlitz powder. It is astonishing what a turn family prayers will take, and how a man's religious experiences will brighten when he surprises his liver with a shot like that. What most people need when they are what the boys call "grouchy" or "out of sorts" is not scolding or coddling, not preaching or prayer, but good vigorous allopathic treatment, that will get right to the spot at once. How a man can grow in grace and harbor a bad liver would puzzle the apostle Paul. The reason why we have so many cross-grained Christians and blue-goggled business men is that their physical apparatus is out of kilter. After all religion should reach the body as well as the soul, and the law of God written upon the liver should command just as much respect as that written upon the "fleshy tables of the heart." Better than physic is exercise, and we fear that all work and no play, of an invigorating character at least, is at the bottom of many of the commercial as well as physical breakdowns that are so common. Get after that old leathery liver of yours, old croaker, and your help as well as your church associates will prick up their ears, and think that the new year has brought you something worth while. After all, whether life is worth living depends upon the "liver."

The man who must be a big toad in the puddle or he won't play in it is invariably a little pollywog, whose room is better than his company. Much harm is done many a good cause by the little tadpoles, whose exaggerated ideas of their own importance lead them to stir up strife. The world is impartial in its judgment, and the man who fills his sphere will find it expand as he occupies it. There is no need for swelling yourself up, and seeking to impress people with your size. They know how much gas is beneath your bloated mental corporation. "Do you see that consequential looking fellow fussing about the platform," said a gentleman the other day in a meeting. "If you stuck a pin into him he would collapse." There are plenty like him, not even bull paddies, but swelled tadpoles. Fill your place, however humble, and you will have the respect of the world, and best of all your own. When the "books" are made up in the "great day" there will be a revelation that will transcend all the history or fiction ever written. We shall then know the names of the men or perchance the women who held the ropes that night in Damascus, "when Paul of Tarsus was let down in a basket by the wall" and given to a needy world. The unsung heroes of earth's mighty conflicts will shine forth with a glory the lustre of which will not be enhanced by human partiality or dimmed by earthly prejudice. Act well your part. Be content to "hold the ropes" if you cannot fill the basket. Push behind it if you cannot find a place to pull in front. Work if you cannot plan. Follow if you cannot lead. Take your place with the crowd if you cannot get on the platform.

*Solomon*



## SHOE TACKS

HAND AND MACHINE USE

**C** Our Shoe Tacks are made from the best Tack Plate we can procure. Heads are small and well made. Points are sharp and clear cut. We make all kinds of tacks and nails for the Boot and Shoe trade.

The Montreal Rolling Mills Co.  
MONTREAL

## Ebony Shoe Polish

MADE IN

SUSSEX = NEW BRUNSWICK

A quick shine  
A lasting shine  
A brilliant shine

No acids or injurious ingredients.

**A LEATHER PRESERVER**

Retailers write for our proposition  
Sold in

**THE UNITED STATES AND CANADA**

Exhibited at the Shoe and Leather  
Fair in Chicago in August, 1908.

WRITE FOR TERMS

**EBONY POLISH COMPANY**

SUSSEX = NEW BRUNSWICK

# Honest Leather in Your Staples

---

When ordering your fall goods you might as well know what you are getting. There is nothing better than

## Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

## Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

## Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

---

# A. Davis & Son

Limited

Kingston, Ont.

# Shoe Store Summary

The shoe trade, generally speaking, has profited liberally throughout the season by the good times which have prevailed in all trades. This has not been a boom, but a steady march forward. The past winter has probably seen less non-employment than for several seasons back. The rapid growth of population in many parts of the Dominion is an important factor, and the fact that every man, woman and child wears shoes of some kind will tend to improve the shoe man's prospects in a constantly increasing ratio. The early arrival of Easter this year was right in line with the shoe man and helped to bridge over the usual quiet season in a very satisfactory way. The dry, open weather of the last few weeks will also be in favor of the dealer by increasing the sale of medium spring goods. It is rather early as yet to get a line on spring requirements, but quite a number of shoe men predict a good tan season. This may cause a slight "easing off," as one of them expressed it, in the sale of white goods, but the latter are bound to sell when the season arrives. These have comfort, light weight, appearance, and price all in their favor and thus occupy quite a secure position. Pumps and ties promise to have quite a run the coming season, both for street and dress occasions. Displays of fall lines are in order at present and are attracting their share of interest. Many novelty lines are to be seen, but, at the same time, little that is radically different from present styles. Among the more extreme styles are to be seen ladies' boots with fur tops. These have come in for some adverse criticism, but will no doubt find favor with certain sections of the trade, but so would spectacles on a bull pup. Collared effects on ladies' boots are quite common, though it seems that the vogue for these has hardly taken definite shape, in this country at least. A report from London, Ontario, remarks that spring trade opened up early, most of the shoe men making new records for March. Some had troubles of their own through goods being late, but were forced to sell some of last season's left-overs, which would be a good thing anyway. Following the pump styles and two-hole ties in ladies' lines, come the Oxfords for summer wear. These will no doubt have a good sale, as usual. Features characterizing the ties are short fore-parts, medium high toes, mannish patterns, medium high Cuban heels. Patent leather is a popular material in these, also gun metal. Pump styles with and without ankle straps are shown in patent leather, with fancy collar effects, in black and other colors of ooze,

## Among the Trade

also in gun metal, and medium or low to high Cuban heels. Women's boots with straight or slant tops are common. A popular combination is patent vamp, etc., with mat tops. Button styles in both men's and women's lines are included in all the new season's showings.

A Montreal dealer is credited with the following estimate of styles, both present and prospective: The present is evidently to be a pump season at whatever cost to heels and hosiery. Not even the snug ankle strap will be permitted to the woman who would be ultra-fashionable. A new cut of the vamp is said to have improved the fit of the pump to such an extent—that there was ample room for improvement many a callosity and blister will testify to—that the ankle strap has been omitted from the smartest styles for spring and summer wear. The patent and the dull finished leathers will be used for the street boots, as will also suede, in black. But the shoe buyer affirmed that colored suede would be seen no more 'neath the petticoats of the correctly clad. Silk and satin shoes and pumps are expected to displace entirely the colored suedes. We are now showing many novelties in these silk shoes. Some are made entirely of the silk or satin, while others have only the silk tops. The satin is used, of course, for the boots intended for dressier wear. Tussah and pongee silks in blue and black will be much worn with the silk suits this season. Oxfords and two-eyelet ties will be second in favor only to pumps. Tan will be used

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Charles A.  
**AHRENS**  
 AND Company  
 BERLIN, ONT.  
 — Manufacturers of —  
**Solid Leather Shoes**  
 All Lines, All Sizes, from Children's  
 to Men's  
 FINE LINES OF SLIPPERS

---

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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**UNITED SHOE MACHINERY CO. OF CANADA**

Lagauchetiere and St. Monique

- MONTREAL, QUE.

moderately, and later on we expect a bigger season on white kid boots and oxfords than we have seen for some time. Gold slippers, that look as though a Cinderella had dropped them in her haste to be away from the grime and smoke, have rosettes of the gold cloth that look like flower petals. Low cut French slippers of black satin have no ornament save a single rhinestone that serves to emphasize the graceful curve from instep to toe. Black suede slippers often have the high gold heel, which women have found does so much to shorten the appearance of the foot. A more daring use of this idea is when a scarlet heel is put on a black slipper and a narrow rim of red is stitched about the top. Beaded effects are used as extensively on fashionable footwear as on every other part of this metallic season's costume. Sometimes but the toe of the boot is worked out in jet or other beads; sometimes a boot is strapped above the ankle, each strap being heavily beaded in intricate designs. A black suede shoe was seen having a heavy extension sole, but fastened to the full shoe height by means of straps about two inches apart. Another novelty in cut is a street shoe with a wing tip which buttons down to the very point of the tip at the side of the shoe. This shoe also was cut entirely in one piece on the inner side, the only seam being at the button lapping.

We find everywhere examples of the dealer who thinks it necessary to make extravagant assertions in order to push business and get ahead of his competitors. This sort of thing no doubt makes sensational reading, but how does it pan out when comparisons are instituted between the goods and the newspaper statements? An advertiser who has been through the mill remarks that the common practice of drawing untrue comparative prices is a waste of money. What business reason can a merchant have for expecting his customers to believe that which he does not believe himself? It pays better to agreeably surprise a customer than to disappoint her. Some buyers and advertising men will tell you that nothing but a startling offer will arouse the public. This is in some cases, unfortunately, too true; but the blame rests on the buyer, the merchandise man and the advertiser, for allowing this unfortunate condition of distrust to be established as the result of misrepresentation. What are we to do, some may say, when competitors practise making sensational offers? We cannot afford to lose the patronage of those induced to come in a store by exaggerated quotations and startling announcements, and you may say that a store catering to the wants of the plain people must make sensational offers. I can point to a store, doing several millions each year, and doing business with plain people almost exclusively, whose advertisements are never sensational. Its buyers are always on the alert for worthy merchandise at less than the regular market price, and each buyer is expected to find a special lot here and there at a price which holds true to the old adage that "goods well bought

are half sold." When the goods are ready for display the facts regarding the purchase are collected and given to the advertising department. Then they are written up in simplified form, and set up in easy-to-read style with 5 and 8 point descriptive type in the item matter, and bold-faces prices of the same size, or a little larger. This store's advertisements for years and years have spoken in print about the same way as its sales-people would talk and show the points about the goods at the counter—their worth for wear, fit, finish, etc.—thereby so satisfying the customers' wants that they come back again and again.

Dealers in some places have made a very successful use of "Booster" days. It is coming to be realized more fully than ever that the merchant must make use of up-to-date methods, that simply sitting down and waiting will not do—he must get out after the business. The dealer who is contented to sit still and wait for business is in reality the one who is responsible for the success of the mail order concern. If the people can be induced to come to town, they can be induced to buy goods. Seven or eight merchants by clubbing together can do wonders in this line. They can plan simultaneous sales in different lines. These can be advertised by means of large bulletins with the various announcements printed upon them, also by means of small folders sent to the customers of the various stores. Explain the attractions of the city, if any, and particularly, the places at which meals and accommodations can be secured. Engage the local band or orchestra and give a short musical programme in each of the stores. It may be possible, also, to arrange for some other attraction, although nothing should detract or hinder the main object which is the selling of goods. A small premium or souvenir of some kind is appreciated by all classes.

Very few of the trade will approach the spring and summer season without making some attempt to renovate and freshen the appearance of the establishment. A coat or two of paint on the outside will be necessary in many instances and will be practically as good a method of advertising as any other. The public despond quite readily to any indications of this sort, which show that the store is alive and ready for business. The same remarks apply to the sign. It will pay from a business point if view to renovate this. Outside appearances count with a store's custom. Everyone likes to go to a neat, up-to-date-looking establishment, and the tendency is to avoid the dark and dingy place. Interior furnishings and decorations pay in the same way. Much depends on the lighting, but in a general way the tone of the interior should be light and cheery. The question of cost may come in in some instances, but paint is cheap and the amount expended in this way may quite as justly be put down to advertising as any other advertising appropriation.

#### **Business Bombast**

#### **Have a Booster Day**

#### **Getting Ready for Warm Weather**

# CLARKE'S PATENT COLT

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Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

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## A. R. CLARKE & CO.

LIMITED

Toronto, Canada

Montreal Branch: 52 Victoria Square, Montreal, P. Q. P. A. DOIG, Manager



# Shoe Salesmanship

Success consists to a very large extent in recognizing and utilizing merit. Success sometimes hunts the man up, but a great deal oftener it requires to be sought after with persistence and energy. No man, no matter how successful he may be, is independent of the ideas of others, or can afford to ignore even the humblest source of information. It is too bad to see a man sail within sight of success and then maroon himself on the island of self-conceit, abandoning the very craft which was bearing him to safety. New ideas are the currency of commercial life. The constant interchange of these is what establishes and consolidates every variety of business enterprise. Persistency is a good thing and is perfectly consistent with the absorption of new ideas, so long as a man does not persist in being wrong. Some people mistake wrong-headedness for energy or persistence. A mule has persistence of a certain kind, but it has added nothing to his reputation for sagacity. The right kind of persistence persists in looking for and utilizing the

**Be Open to  
New Ideas**

latest gossip to attend to customers. The story is told of a man who had a dog so full of fleas that it kept him busy all the time, and just when he was busiest he was the least account for practical purposes. Another along the same line was that of the young man with a cheap watch who smoked cigarettes. When he wasn't rolling a cigarette he was winding the watch. The secret of business accomplishment is to do the next thing next. Some men have their business so well arranged that they accomplish a great deal without appearing to be in a hurry. Make every move tell. Study to do things in the shortest space of time consistent with thoroughness. In other words, be economical of time.

A person who has the true instinct for advancement of the right kind will naturally look beyond the petty stipend which he now receives and the irresponsible position which he now holds, to fields unconquered but not unconquerable. The future of any person is just what they make it. The future

**Value of Show  
Card Writing**

and the irresponsible position which he now holds, to fields unconquered but not unconquerable. The future of any person is just what they make it. The future

A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z.  
 a b c d e f g h i j k l m n o p q r s t  
 u v w x y z 1 2 3 4 5 6 7 8 9 &  
 HURST

Sign and Show Card Writers' Alphabet

best and also enables a man to rise superior to every knock or reverse which he may encounter in his intercourse with the world of business.

It is quite frequently accepted as a business maxim that a busy man is a useful man. It is quite evident, however, that there are many exceptions to this rule. **Another Business Fallacy Exploded** A fussy man is often apparently very busy, but may accomplish very little, or may even prove a stumbling block to others by his lack of order or discipline. Some young men are too busy adjusting their cravats or talking exchanging the

lies in your own hands, to make or mar. The young man who chooses to be something better than the average, can. His future lies not in his environment but abides in his own brain, ambition and will. He who has the courage to do and to venture is the one who will ultimately achieve a great success. Show card writing and show cards are founded on a solid foundation. The demand for them has been created, not by any superficial attempts of exploitation but rather by the fact that they are a business necessity. Any demand which is founded on the basis of public necessity is as solid as the rock of Gibraltar.



# Ads. and Advertising

For the man who writes advertising, remarks an advertiser, we know of no better incentive to the most

## The Test of Advertising

enthusiastic and strongest efforts than the constant repeating of the question, "Will it sell goods?" Whenever you think of a new advertising plan, make it answer that question. Whenever you write an advertisement, read it over sentence by sentence and after every single statement, ask that question, "Will it sell goods?" And until you are positively satisfied that every word counts for the very most, stick to your work.

Whatever style of illustration may be used, it would be well to remember the fact that good ones should be employed or none at all.

## Use Good Illustrations Only

And remember that good drawings and engravings, like any other commodity of quality, are expensive. It seems strange that the men who advocate taking high-priced space, because of its quality, and securing high-priced ad.-writers, because of their quality, will endanger the success of the whole output by hunting up cheap artists and engravers to complete the work.

There is very little trade, no matter how high-class, that does not want to know how much for this or that, and such proffered tenth

## A Little Plain Price Talk

custom is hardly worth having. If your store caters only to that sort, you need not advertise at all, for advertising does not reach it. But nobody ever saw a store like that that grew. A very handsome new store opened a few weeks ago in one of the four great cities, and began with some stiffly worded nose-in-the-air ads. in which, as clearly as you please, plain folk were warned not to approach. Price was hinted at, though with lofty indifference. "Prices will be found probably (the writer was evidently in doubt) lower than have been known heretofore on merchandise of like character," or words to that effect. A little later, behind the scenes, we can see the General handing down a few chunks of advice to the ad. man, for the copy suddenly became sensible and positive. Thus: "Prices are far below those for which such high-class merchandise is customarily sold in this city." And they are. Following this were some real items with plain prices attached, and the "invitations" became

advertising; attractive, reasonable and forceful, yet without sacrificing dignity in the least.

No. 1 is a good example of holiday ad. The border is seasonable, suggestive of footwear and artistic. The type styles are good and good use is made of prices. No. 2 is strong and effective in style, shows uniformity or harmony in setting. Seasonable leaders and popular prices are among the strong points of this very attractive ad.

No. 3 is another most attractive Easter ad. The subject is suggested at once to the eye. The ad. as a whole is laid out in such a way as to be easily read. Good descriptions and price talk are a feature.

No. 4 is interesting copy and is arranged in readable shape. The lines in display face are well chosen. An improvement would be to tone down the line



Utz & Dunn, Rochester, N. Y.

"Friday and Saturday," using smaller type, which would be sufficiently emphatic.

No. 5 is neat, interesting in style and attractively set.

No. 6 is all right with regard to subject matter, but would be the better for a border.

No. 7 is catchy in appearance and arranged in a neat and readable style.

No. 8 is good copy, but needs slightly more room and fewer type styles.

No. 9 is neat, tasty in design, appropriately illustrated, and arranged so as to be easily read.

"Where Quality Counts. We Win"

# Trade Mark



Our Trade Mark stamped on the sole denotes Quality.

Our Patterns are the Latest Styles from the United States, a guarantee of Perfect-fitting Shoes.

The Lasts from Boston and New York are the most up-to-date on the market. Six New Lasts, giving the trade the selection of the leading American Styles, to retail at \$4.00 and \$5.00

Every shoe is a winner.

The wearing qualities are backed by our Trade Mark. All shoes solid throughout.

Don't place your orders before seeing our Fall Samples.

**The Brandon Shoe Co. Limited**

BRANTFORD - ONTARIO

# Store and Window Display

Spring is full of suggestions to the window dresser who is looking for ideas. This is the season of budding leaves and blossoms. Presently

## The Spring Window

the orchards will burst out in a wealth of dainty color. These are imitated very successfully in the various lines of artificial blooms sold by the supply houses. Lilac clusters and wistaria are both suggestive of spring, and the decorations once invested in can be placed carefully away for another season. May-day is another occasion for tasty window trims. The Maypole idea is simple but striking, as a central figure. This consists of a pole of a suitable length for the centre. This wrapped with white cheese-cloth and then decorated and festooned with flowers, smilax, etc., while a cluster of brightly colored ribbons radiates to various points in the window. Old engravings showing May-day customs, morris dances, etc., can also be shown, neatly pasted or attached to dainty show cards.

No merchant doubts the immense value of show window display, and the essence of this value lies in the fact that a showing of merchandise

## A Word for the Outside Show Case

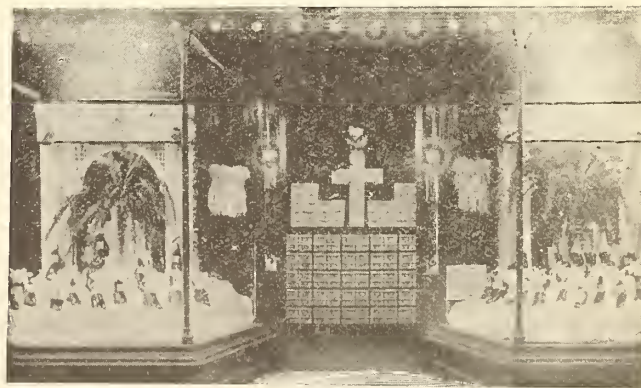
can be made to people who are outside the store—to people passing on the sidewalk and who might continue on their way without even a thought of entering the store were it not for the allurements of the merchandise shown in the show windows. The outside case is a means—and the only practical means—of adding materially to the efficiency of the show windows in bringing merchandise directly to the attention of the passing public. In some respects the outside case is even more potent than the show window, for it stands out more or less from the building and is so prominent that the passerby cannot avoid seeing it, although he might pass without noticing the show window. It is pretty nearly impossible for any one passing along the inside of the walk to get by an outside case without having his attention drawn to it. If a merchant is not already using outside cases it will pay him to step outside his store and look the front over carefully. In most instances it will be found that there are a number of spaces that offer opportunity for the placing of cases. Every merchant who can conveniently use a case outside his store will find it profitable to supplement his window space in this manner. This is especially true if his windows are small. There are several of the larger stores which have more running feet of outdoor cases than they

have of show window. On the other hand, no matter how many show windows the store may have, the outside cases will help.

A practical window-dresser in one of the larger cities furnishes the following: When the forms are

## Care of Wax Figures

not in use it is a good idea to keep them well covered up in a room with an even temperature. Do not expose them to sudden changes of weather. Too much pains and care cannot be used in looking out for your forms, so as to keep them in good condition. Start your process of cleaning by giving the face and hands a thorough washing with a mixture of coal oil and gasoline, with a few drops of turpentine. Use about two-thirds oil and one-third gasoline in your wash. This wash is applied with a soft muslin cloth in the same manner as you would wash your own face. In cleaning and washing use a rotary movement. After this is finished let stand where no dust can collect on it for about a half hour. After this it is ready for tinting. The process here given is one that is very easy, and with a little practice very good results can be obtained. Take a paint brush such as painters use in painting window sashes and dip into powdered pumice; go all over the face with this. This coat is applied with the brush by tapping or stippling it into the wax. Go all over the face, giving it a good white foundation to work on. Now take a little carmine and apply it to the cheeks and temples in the



Easter Window, Fred. W. Love, Aylmer West

same manner; by using a little pumice and carmine together the deep tints and shades can be obtained. Next take a small brush and redden the lips and nostrils—rose madder is a good paint for this particular part. Now go all over the face again with your white

powder, blending in the colors and getting the desired effects. Study the portrait of artists and notice how they get the desired results in regards to coloring. You will find that brunettes need more tinting than blondes. Comb and dress the hair exactly the same as you would a human head. Neatness and care will help you in this, and when finished your figures will look as good as new. This process about twice a year will always keep your forms in good condition.

Considerable controversy has waged around the subject of the nude in art both in the daily press and in art circles. Many would-be reformers have been very unsparing in their condemnation of anything approaching nudity. Many of these people, though well-meaning, seem to forget that the object of an art composition has a great deal to do with its morality or its immorality, and that there is nothing inherently disgraceful or immoral in the human form, otherwise we would no doubt have been born with clothes on. Very often the suggestiveness or immorality of a picture is much greater where all the members of the group are fully clothed. A picture must have an object or it has no excuse for existence. This object must be a worthy one, or the picture is equally unfit for display. Many people who would be shocked at the nude seem to forget to apply their principles to other departments of art. Pictures holding up cruelty or bloodshed to admiration are fully as objectionable as the immodest.

### The Nude in Art

### WHY HIS BUSINESS DID NOT SUCCEED

- He tried to do everything himself.
- He did not know how to advertise.
- He did not keep up with the times.
- He tried to save by hiring cheap help.
- His word could not be depended upon.
- He looked upon system as useless red-tape.
- He strangled his progress by cheeseparing economy.
- He did not have the ability to multiply himself in others.
- He did not think it worth while to look after little things.
- He never learned that it is the liberal policy that wins in business building.
- His first success made him over-confident, and he got a "swelled head."
- He thought he could save the money which his competitors spent for advertising.
- He was always running his business down. With him times were hard and money tight; business only just "so-so."
- He was pessimistic, and all his employes caught the contagion, making the whole atmosphere of his establishment depressing.
- He did not think it worth while to compare his business with that of his more successful competitors or to study their methods.

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

In Calf, Kip and Sides

## FINE WAX SPLITS

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

# OSHAWA                      CANADA                      MONTREAL

# On the Road

Without definiteness of purpose you need never expect to be a winner in the struggle. This is particularly true in these days of strenuous effort. Especially is this true of the "Knight of the Grip." Did you ever think about how much anybody amounts to who doesn't have a determined purpose in life to do something? If it had been originally intended that you were to work your way through life, twisting in around this object and that, and getting through somehow, but the easiest way you could, what do you suppose the Almighty put a backbone into you for? Eels and snakes and worms and other invertebrates get through somehow, and they are physically constructed to make their passage through this world easy. You are neither snake, worm nor eel. You are the noblest product of the Creator's work—a human being. The entire physical construction of the human animal indicates that the Creator had in view a purposeful being. There is also every indication, too, that that purpose was to go forward. Low down in the scale of animal life we discover that joints are made to flex almost any direction. The human animal is not built that way at all. Every joint has its limitation. They are all confined to motions in front and forward. To use a figure of speech, you might even say that the human being was made to stand with his back against a wall, to fight everything ahead of him. That wall, that support, that thing that is behind the ever onward progress of the race is purpose. Purpose must be right, too. Purpose in a wrong direction is as bad or worse than no purpose at all—just as a negative quantity of any kind is always of less value than simply nothing. What you and I and every other fellow needs is purpose. Definite purpose to do definite things. We need to get our hearts set on some object and we need to have that object far and away above us. We need determination to go with that purpose. Our purpose needs to be deep and broad and high and wide for the real things—not the froth and scum and bubbles that are here an instant and gone. Purpose to make a success in whatever you want to do. Purpose to do what you do in the very best way that it can be done. It doesn't matter one iota what your work is, how insignificant it may seem to be, or how big it is, or how much influence you have, without the well defined purpose to do that work the best it can be done, your life is counting for mighty little in the real things. Of course, all of this means thoroughness, it means honesty, it means determination, it means hope, ambition, faith, loyalty and every other quality that is a component

part of the thing we term success. If you haven't begun to have a purpose yet, get busy and get one—have a purpose to do something and then go to work and do it with all your might.

I am just beginning to think that at the present age life is now more of a serious proposition than I have ever viewed it before and I am getting down to business. In the past I did not give it much consideration and let things, to a certain extent, take their own course. But I believe that we should give every small detail in our life the utmost attention. I think that it is a good plan for a man not only to go with men of his own calibre, but to try and go with those that are better, and see if he can raise his personal value in the stock market of other's minds. Another point I am just beginning to see is, why associate with a certain class that is of no value and could not do you any good if you wanted help or reference?—Extract from Traveling Salesman's Letter.

The constant plodder is the man who gets there. You may ask a dozen different travellers the secret of their success as salesmen and you will get as many different answers. One exceptionally successful traveller expressed himself thus: "It's difficult to lay down a hard and fast rule by which goods can be sold, but the man who puts brains into the work, and enjoys a supreme confidence in his selling ability, rarely loses out. After all, nothing succeeds so well as constant plugging. The frank, honest effort, the strenuous hustling of the man to whom work is first nature, and who believes that unless he devotes a number of hours to his calling, day in, day out, is depriving himself of a much valued privilege; that kind of work will produce results just as sure as rain, sun and soil make flowers grow."

It is most commendable that the old "knocking" spirit is dying out amongst representatives on the road. There was a time when the chief stock in trade of some travellers was to knock the other fellow and his goods. But in this more enlightened age, although the spirit of rivalry exists, the thought of the traveller is concentrated on the sale of his own wares irrespective of all competitors. Not only is the "knocking" spirit dying out, but there is a spirit of kindness towards each other becoming more manifest. One traveller says: "Some of the best accounts I've got are not due to any great ability on my part as a salesman, but to the assistance that has been given to me in an introductory way by my competitors."

## Success Lies in Being Definite

## Taking Life Seriously

## No Hard and Fast Rule

## Lose Nothing By It

# HOME OF QUALITY RUBBERS



*In the World of Nations the MAPLE LEAF is the Emblem of our Native Canada, the Finest Country on Earth, and in the Rubber Realm "MAPLE LEAF" stands deservedly for the best in the land.*

*MAPLE LEAF RUBBERS hold supreme place on account of their general excellence, STYLE, FIT, WEAR, UP-TO-DATE GOOD FITTERS and the old reliable MAPLE LEAF QUALITY.*

*Hold your order for our representatives and please your customers with Satisfactory Rubbers.*

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## The Maple Leaf Rubber Co., Limited

Factory, Offices and General Warehouses  
PORT DALHOUSIE, ONTARIO



# Rubber Footwear

The somewhat unsettled and unsatisfactory conditions reported in our last continue, and there are very few who take an optimistic view of the future of the rubber footwear business. Just where to place the blame is a difficult matter. With

## Trade Outlook

an undreamed of condition in the crude rubber market, the manufacturer who talks reduction of prices, much less makes them, is courting business chances which no one is warranted in taking. Of course most of the rumors afloat are to be taken with a grain of salt. It is unfortunate that there is not more unity manifest amongst the trade, but we are confident that Dame Rumor has put a much worse construction upon things than conditions really warrant. Whilst it may be true that a few are inclined to "bleed" prices in an attempt to corral more trade, it is equally true that a greater number are determined to maintain prices on a basis of reasonable profit. A large volume of trade is to be commended when it represents a profit as well, but a large volume of trade only increases the difficulties which will have to be met by the firm which is doing such business at prices that do not cover the cost of production. There is no occasion for undue "slashing" of prices, and with the crude rubber market as strong as it is at the present, it cannot truthfully be said that the public have been paying too much for their rubber footwear. The manufacturers are busy for the most part, and orders are coming in fairly satisfactory. The retail trade has been rather quiet during the month owing to the exceptionally fine spring weather.

When in our last we predicted that the \$2.50 mark was in a fair way of being realized, we had no idea that the goal was such a short distance in front of us. Not only has that price been reached but it has been far exceeded. It would not astonish some if even \$3.00 were paid in the near future as the price has already risen to \$2.78 for up river fine Para. That a very material decline would be welcomed by the manufacturer goes without saying, but there is nothing on the horizon at the present time to warrant any such hope. The rubber "craze" in England is without parallel and no doubt has had something to do with the sharp advances which have taken place in the last few weeks. The receipts of

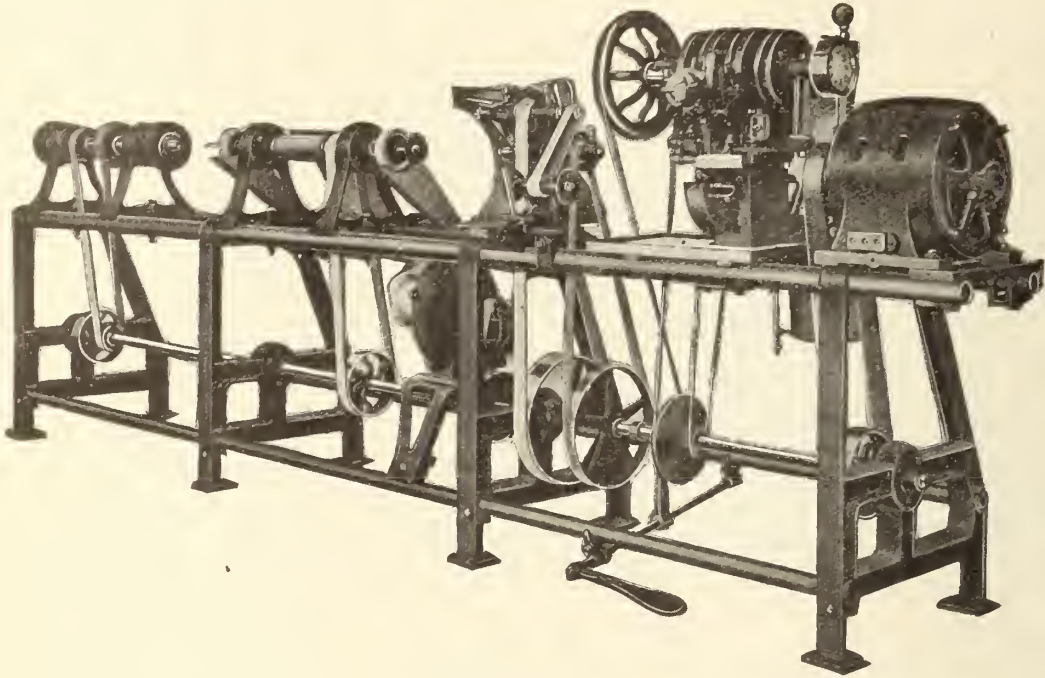
Para are quite up to the average, but the season is now approaching when there will be a considerable falling off, a fact which will tend to strengthen prices. The outlook strongly favors continued firm conditions in the crude rubber market.

In dealing with the price of rubber the Boot and Shoe Recorder editorially says: "The greatest problem which to-day confronts the

## The Price of Rubber

manufacturer of rubber footwear is the astonishing advance in the cost of crude rubber. That valuable material which for some years sold somewhere around one dollar per pound, is to-day quoted at 150 per cent. above that price, notwithstanding the fact that within three years the price has been down to 67 cents per pound. This last quoted price was phenomenally low and was principally caused by the near-panic of that period, but the price soon rallied and has greatly advanced, and in all probability will never go as low again until some substitute for true rubber can be found which will answer the purpose in the industries. Rubber footwear prices are likely at any time to be very materially advanced. It has been the case in the past, and is likely to be so in the future, that when rubber footwear goes above a certain standard cost to the consumer, its sales fall off and people content themselves with so-called waterproof footwear, that is to say, boots and shoes made of leather so treated with chemicals or greases as to repel water to a certain extent. All other things being equal, a large proportion of the city population prefer a light shoe with a rubber overshoe, but if the cost is too high and people are obliged to pay as much proportionately for a pair of rubbers as for an extra pair of waterproof shoes or boots, they are likely to purchase the latter, and thus the sale of rubber footwear will diminish. The manufacturers of rubber footwear have not yet raised their prices. Whether they will do so in the near future or not is known only to themselves, and they are not advertising the fact. It is, however, well within the bounds of probability that they will do so unless the raw rubber market shows a decline in the near future, and it would seem politic for retailers to order at once as many rubber boots and shoes as they feel fairly confident of selling during the winter of 1910 and 1911."

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

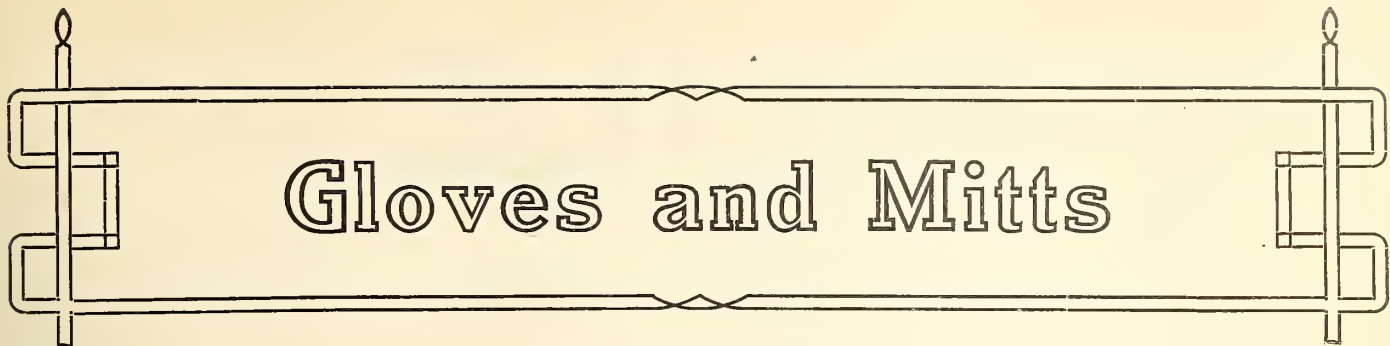
## UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

492 St. Valier Street, QUEBEC.



# Gloves and Mitts

Easter trade is stated to have been exceptionally good in seasonable lines. French kid gloves, in soft new shades of greys, mauves, greens, tans, blues and violets, have been selected to blend effectively with the new spring costumes. Prices of raw material used in the manufacture of kid gloves are still advancing and, consequently, glove buyers must expect increased prices or a reduction in quality. Glove importers are in an easier position than before the French treaty came into force, and as a result of the tariff reduction, the goods cost about the same laid down in Canada. The reduction has offset the increased cost of gloves, and the retailer will not feel the increased cost of the manufactured goods. In the case of the German surtax, this will enable German goods to be brought into Canada at less cost. While the amount of kid gloves imported from Germany is small, large quantities of fabric gloves come from there. Some heavy leather gloves are also imported. Spring business has been heavy, and glove houses are looking for excellent fall trade. From glove travellers who are already on the road with fall samples, the most favorable reports are received. Some of the houses showing heavy goods, report that so far, business in these lines has not been heavy, owing to the mild weather of the season just past, which has left on hand considerable stocks of heavy goods. In kid gloves only short goods are in demand, except for evening wear. It is expected that the demand for silk and lisle gloves will be principally for black and white, and that colors will not be called for to any extent. There is a line of gloves which imitate natural chamois and white buckskin, being made in white and natural chamois color. These are very closely knit, and are washable. Silk gloves, both for ladies and men, are selling well for fall. These are knit of coarse silk, in fancy stitch for men, and plain, smooth surface for women, and are lined with an entire soft wool lining.

Among the new leathers recently introduced in Europe, that obtained from the skin of the brown rat of India is attracting the favorable attention of leather goods manufacturers. It is said to be especially well adapted for pocket books, purses, gloves and various fancy articles. In the

## Among the Trade

## Rodent Leather

quest for novelty, tanners will doubtless find this a profitable field for development, as the supply is said to be abundant, and in quality, rat hides should be suitable for many purposes for which other and more expensive skins are now used. In marketing rodent leather goods, however, its real character would have to be veiled by some arbitrary and fancy name, since the innate feminine aversion to this species of quadruped might preclude any favorable reception of the novelty. That the foreigner is not largely influenced by sentiment in the selection of leather goods is evidenced by the progress already made in the rodent skin trade abroad. A recent report from Calcutta on the new industry says: "It has been found that the skin of this animal is well adapted to a variety of purposes, such as the binding of books, the making of purses, gloves, and other articles of feminine use and adornment. It is stated that already the traffic in this commodity amounts to about \$250,000 per year in Great Britain and advertisements have appeared for supplies of skins of the brown rat in lots of 100 to 10,000. The supply of rodents is illimitable, and incapable of exhaustion, and the demand for the skins, especially of the brown species, is likely to go on increasing."

The following estimate in regard to current styles would indicate that glove fashions show little, if any, change from the styles in vogue last spring. There is a marked tendency for plain trimming effect in the stitching, and as to buttons both ivory and glass have precedence over the metal clasps, though these latter are by no means out of date. Suedes and chamois finishes have increased in popularity and in the glaze effects the chosen shades are mode, fawn, tan, beige, ox-blood, pearl and steel.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send your's in and lead the way. We will return your photos in good condition and also the cut gratis.

# MULE

If you cut "Split" Gloves and Mittens don't forget the P. & V. Lines.

Largest Tanners, widest range of colors, most uniformly selected and always soft.

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# Trunk and Leather Goods

A great many merchants are inclined to lay their business troubles almost entirely to the credit system.

**Credit System Favored** A number claim to have introduced the "spot cash" principle with the most satisfactory results. There is also the other side of the question.

It may not be possible or advisable under all circumstances to do this. A prominent business man presents the following argument in favor of credits: So much business is done over the telephone and through the messenger service by our very best people that it is almost impossible to avoid some credit, if only for an hour or two. Many families will, under a strict cash business, curtail their purchases very much, thus reducing the gross profits of the merchant materially. The margins of loss in a limited and careful credit business are not enough to offset the increased profits of a larger business gained through the credit system. However, he admonishes care in making collections. On this point he says: A good general rule I would suggest as follows: Always have your bills ready for collection, and have regular periods, say every 30 or 60 days, when you make the rounds. Be prompt in making your demands, making them with firmness, but politely. Don't show displeasure or irritation if you fail the first or second time. Make a third or fourth call, and always with a pleasant demeanor. It



J. Eveleigh & Co., Limited, Montreal, Canada

costs nothing extra to be pleasant and polite. If you are a judge of human nature—and you should be if you desire to succeed in business—you can readily tell, after three or four demands for payment, whether your delinquent is honest or not. Be slow in coming to the conclusion that you have a "deadbeat" on hand. Then, when you do make up your mind to that effect, promptly place the account in the hands of a collector and proceed to collect by law. Better let the collector have the kernel if you have to use his services. It will teach the offender a lesson. Where you can't reach your debtor in person, promptly mail him a statement. This will reach some people. Generally,

though, where the debtor has left your community owing you a bill, it may as well be charged to the profit and loss account. Don't waste too much postage in that direction. You should have seen the chap before he moved away.

The employment of splits on an economical basis has long been considered and various improvements in the methods of treatment suggested. Splits can be utilized in the manufacture of leather for a great variety of purposes, according to our

## Colored Hide Splits

informant, ranging from leather for furniture to gaiters, and the production of different kinds of colored splits does not present many difficulties. Splits from the limes require similar deliming and washing before tannage as do full hides. If splitting takes place after vegetable tanning, the splits are liable to black stains by contact with the iron knife. Splitting should take place as quickly as possible, and any stains occasioned be removed immediately. Splits may be tanned by either vegetable or chrome processes, and in the latter case the one-bath process is most usual. Sometimes the so-called semi-chrome tannage is employed in which the vegetable tanned splits are treated for one-half to one hour in a soda or borax solution and then retanned by means of the one-bath process. To obtain a good surface on splits it is important that the split sides must be as smooth as possible and all unevenness removed, and that substances should be employed which bind the fibres together and fill the interstices. The use of the glazing machine in the latter stages is very beneficial. Acid dyes are best suited for dyeing splits, and several useful shades can be obtained by the addition of such things as fustic, logwood or brazil-wood extracts. To dye the splits through generally takes from one to two hours in the drum, at a temperature of 40° C., and the addition of a little ammonia is advantageous to the dye-bath. Sulphuric acid can be employed for fixing the color. There are several methods of applying a finish to the splits, one of which is to brush the leather with a solution of casein, containing a little dyestuff, and then dry. The leather is now damped with a very dilute solution of formaldehyde followed by a brushing with a decoction of Irish moss, which also contains a little dyestuff. When the leather has dried somewhat, it is glazed and finally dried out. A gelatine solution is now applied, the leather again dried, and the splits "printed" with one of the many grain presses. The author deals briefly with the production of antique and fancy leathers.

Having added a number of NEW LASTS we are now turning out SOME STRIKING LINES in

# Men's, Women's, Boys', Misses' and Children's

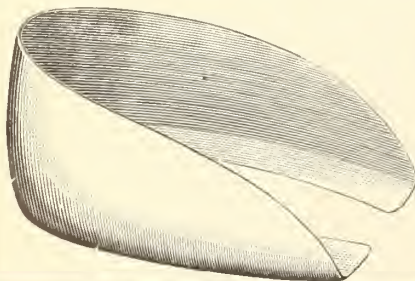
in Dongola, Box Calf, Chrome Pebble, Kangaroo, etc. We have excellent factory facilities and are making lines of Staple Footwear second to none in Canada.

**All Orders Receive Prompt and Careful Attention**

## THE G. V. OBERHOLTZER CO., LIMITED

Manufacturers and Jobbers of Boots and Shoes

BERLIN, ONTARIO



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Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

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# With the Manufacturer

The boot and shoe factories of the country are busy hives of industry at the present time. What with the rush of spring orders and the getting of fall samples on the road, the factories have been in most cases pushed to their utmost capacity. A number have had to resort to night work to try and get within hailing distance of catching up to their orders. This condition is by no means sectional, but applies pretty generally from coast to coast. In the larger centres of the Maritime Provinces business has been gradually picking up for some time past and the manufacturers speak most hopefully of the outlook. The large factories of the Province of Quebec are all busy with orders constantly piling up. The same is equally true of the Province of Ontario while in the West all the large distributing centres report a most favorable increase in the volume of trade. The business outlook is certainly most favorable throughout Canada.

**Business Conditions**

The fall styles for the most part are pretty much the counterpart of last season. A few new lasts have been introduced, but the innovations are not likely to create any very great demand, except amongst eccentrically inclined devotees to any old change that may happen along. People are more than ever inclined to buy shoes that give comfort in wearing, and the last that conforms nearest to the foot is the one that will be in evidence. Patent and colored leathers will be as popular as ever and are being used in a wide range of footwear. Some very pretty conceits in ladies' wear are being shown.

**Fall Styles**

There is much favorable as well as an unfavorable comment anent the tariff differences which have arisen between the United States and Canada. For the present it seems as though a tariff war has been averted by the concessions which have been made. Be that as it may, it has given the Shoe and Leather Record, of London, Eng., an opportunity of expressing editorially what it thinks of the situation, and here is what it says: "We can well understand the anxiety of New England shoe manufacturers. They do a big trade in Canada, all of which could be, some of which would be, diverted to British factories. The Canadian shoe trade is much behind that of either the United States or the principal

English centres, and the same may be said in even stronger terms of the leather trade. Consequently there is a big business in fine goods between Canada and the United States which, if once lost, would never be fully regained. Therefore it behooves English shoe and leather men to keep an eye on the situation and be prepared to take advantage of any opportunity which may arise to establish a Canadian connection. We already have a tariff preference as against imports from the United States. If conflict should come this preference would be increased by a heavy surtax levied upon American goods which would put many lines completely out of the market and give corresponding occasion to us." The aspersion cast upon the shoe and leather trades by our contemporary will be resented, for the manufacturers of Canada not only possess the facilities, but are turning out goods of equal quality with anything produced in either the large English or American centres.

**English Conditions**

The boot and shoe manufacturers have been kept fairly busy right up to the Easter holidays, but since that time a slight lull has been experienced, but it is regarded as of only temporary character. A Leicester report, which voices general conditions, says: "It is 'all hands to the pump' in the boot factories and warehouses here this week. The majority of firms appear to be more or less behind with their deliveries—a few almost hopelessly so—but it is none the less a fact that a large percentage of manufacturers are hungering for more orders, and that if these orders do not come within the next few days we shall see many instances of an extended Easter vacation—so far, at any rate, as the clicking rooms are concerned. Manufacturers are, in fact, telling me that they are already getting numerous applications for work from clickers who have been reduced to short time in other factories in the town. I do not, however, think the outlook is one to be at all alarmed about, for we must not forget that the retailer has only just commenced to sell the goods which the Leicester boot manufacturer has been making as fast as he could for the past four or five months. Local factors, I am happy to say, give excellent reports of the past week's trade, and, on the whole, there is a good deal of evidence to support the view that there will be a lot of fresh orders to come after the holidays if the weather during the current week only continues favorable."

**LINEN THREADS**For All Kinds  
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STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,  
Mercerized, Silk.**FRANK & BRCYE, Limited**TORONTO  
MONTREAL  
QUEBEC**The Hastings Tanning Co.**

Limited

Tanners of

**Grain and Shoe Leather**

Of all Kinds

**Union Oak Harness Leather**

(All Weights and Grades)

**Collar Leather**

(Black and Russet)

Hastings Leathers are strong in fibre and unexcelled in quality. Address all enquiries and orders to

**The Breithaupt Leather Co., Limited**

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OUR PRICES ARE RIGHT. ORDER NOW.

**THE R. M. BEAL LEATHER CO., Limited**  
LINDSAY, ONT.



It is claimed that the more a welt is beaten down the better, but remember that if the sole is thin the spreading, or thinning down of same, is to be divided. As a rule we have a thick welt with a thin sole, and a thin welt with a heavy sole. When there is no objection to the thinning or spreading of the welt, as in the case of a heavy sole shoe, the idea of beating down with a rub outwardly is a very good idea. If you can take an 8-16 welt and bring it up to 9-16 you effect a saving that is worth the while.

At the inseam operation the heel seat is often nailed at the corner or ends of counter. When the insole has been marked this is not necessary. Therefore it is advantageous to mark the limit of tacking at the heel of insole. This same marking of insole also helps the inseamer to start and finish at the right points. There is a way to pull with the pulling-over machine about the same strain as with the side lasting machine, and that is to grip the end of the toe just at the edge of the upper and not to pull hardly at all for-

#### Beating Down the Welt

#### Inseaming

part of a shoe, I would then prefer to have all kinds of shank pieces fit exactly to the lines of the last. As it is, the over-springing of the shank piece helps to hold by the bottom. It is a shame to be obliged to put in the wrong shank piece, as so many shoe manufacturers do, or to have shoes beaten down by hand in the shank before passing to leveling machines—just because the right leveling machine is not available. Who will give us the machine capable of leveling the shank part of a shoe? Until then we have to put in extra large or extra springy shank pieces in order to get a semblance of the original shape of the last. If you level your shanks by hand, better do so immediately after the outsole stitching operations, as the shoe is then in temper.

I will write for the benefit of finishing foremen, says Dow in American Shoemaking, one man's method of sample heel making, which although made of heel stock which is not first class in itself, gave the most excellent results seen for many days. In a case of samples these heels are rough scoured and

#### Sample Heel Making



Some of the New Season's Novelties

ward. This will allow the upper to set back of the toe of the last. Some claim that the heel seat then is rather loose, but I contend that it is better to have a loose heel seat than to pull too hard at the corners of the tip, or have the upper away from the last when the tacks are driven in. The upper will spring away from the last at the pulling off of tacks, prior to welting if the upper is brought down with brutal force at the pulling-over operation.

Suppose, says one who has had wide experience, you have steel shank pieces and they do not fit — they have too much spring for the last. Is it bad to have a shank piece spring away from the shank? I think not. If we had the right kind of leveling machines, capable of shaping the shank

#### About the Shank

given a coat of anti-check immediately after the breasting process and prior to the trimming. When reaching the usual scouring point the heels are carefully scoured and are blacked in before dinner. These samples are allowed to set and temper until afternoon, when they are burnished and left until the next morning, at which time any little ridges which are going to check at all will be observable in passing the hand carefully over the surface of the heel, when they are scoured on a No. 180 carborundum paper. This re-scouring is done very lightly and suffices only to take off the ridges; then an extremely light coat of blacking is applied and the burnishing process gone over again. By this method it was seen that as nearly a perfect heel can be secured as is usually desired by even the most critical manufacturer.

# The Federal Life Assurance Co.

## of Canada

### Twenty-Eighth Annual Statement

#### Directors' Report

Your directors have the honor to present the Report and Financial Statement of the Company for the year which closed 31st December, 1909, duly vouched for by the Auditors.

The new business of the year consisted of two thousand six hundred applications for insurance, aggregating \$3,663,896.66, of which two thousand five hundred and one applications for \$3,504,235.00 were accepted.

As in previous years, the income of the Company shows a gratifying increase, and the assets of the Company have been increased by \$329,092.88, and have now reached \$3,643,949.53, exclusive of guarantee capital.

The Security for Policyholders including guarantee capital, amounted at the close of the year to \$4,513,949.53, and the liabilities for reserves and all outstanding claims, including \$20,000 set aside as a special addition to policy reserves, \$3,351,254.00, showing a surplus of \$1,162,695.53. Exclusive of uncalled guarantee capital, the surplus to Policyholders was \$292,695.53.

Policies on one hundred and fifteen lives became claims through death, to the amount of \$200,406.07.

Including Cash Dividends and Dividends applied to the reduction of premiums, with annuities, the total payment to Policyholders amounted to \$347,274.43.

Careful attention has been given to the investment of the Company's funds, in first-class bonds, mortgage securities, and loans on the Company's policies amply secured by reserves. Our investments have yielded a very satisfactory rate of interest.

Expenses have been confined to a reasonable limit, consistent with due efforts for new business. The results of the year indicate a most gratifying progress. Compared with the preceding year, the figures submitted by the Directors for your approval show an advance of nearly ten per cent. in assets.

The assurances carried by the Company now amount to \$21,049,322.31, upon which the Company holds reserves to the full amount required by law, and, in addition thereto, a considerable surplus.

Your Directors are pleased to be able to state that the business Capital and all Liabilities increased \$42,624.88 during the past year, from which a special addition of \$20,000 was made to policy reserves.

The field officers and agents of the Company are intelligent and loyal, and are entitled to much credit for their able representation of the Company's interests. The members of the office staff have also proved faithful to the Company's service.

Your Directors are pleased to be able to state that the business of the Company for the current year has been of a most satisfactory character, and that the outlook for the future is most encouraging.

DAVID DEXTER,  
President and Managing Director.

#### Auditors' Report

To the President and Directors of the Federal Life Assurance Company:

Gentlemen,—We have carefully audited the books and records of your Company for the year ending 31st December last, and have certified to their accuracy.

The Cash and Journal Vouchers have been closely examined and agree with the entries recorded.

The Debentures, Bonds, etc., in the possession of the Company have been inspected, whilst those deposited with the Government have been verified by certificate, the total agreeing with the amount as shown in the Statement of Assets.

The accompanying Statement, viz.: Revenue and Expenditure, Assets and Liabilities, show the result of the year's operations and also the financial position of the Company.

Respectfully submitted,

C. S. SCOTT, F. C. A.

CHARLES STIFF, C. A.

Auditors.

Hamilton, 1st February, 1910.

#### Financial Statement For Year Ending December 31st, 1909

##### Receipts

Premium and Annuity Income.....	\$ 718,927.86
Interests, Rents and Profits .....	174,074.82
	\$ 893,002.68

##### Disbursements

Paid to Policyholders .....	\$ 347,274.43
All other payments .....	233,249.04
Balance .....	312,479.21
	\$ 893,002.68

##### Assets, December 31st, 1909

Debentures and Bonds .....	\$1,443,973.35
Mortgages .....	808,095.77
Loans on Policies, Bonds, Stocks, etc...	636,865.91
All other Assets .....	755,014.50
	\$3,643,949.53

##### Liabilities

Reserve Fund .....	\$3,256,510.00
Special Addition to Policy Reserves....	20,000.00
Death Losses awaiting Proofs .....	63,030.00
Other Liabilities .....	11,714.00
Surplus on Policyholders' Account ....	292,695.53
	\$3,643,949.53

Assets .....	\$3,643,949.53
Guarantee Capital ..	870,000.00
	\$4,513,949.53
Total Security .....	\$4,513,949.53
Policies were Issued Assuring .....	\$ 3,504,235.00
Total Assurance in Force .....	21,049,322.31

# Leather and Findings

There has been very little change to report in the hide market. The quietness noted in previous issue still continues with prices a little easier. The receipts are light, but the hides coming in are improving in quality. Tanners are picking up small lots through the country, but on the whole are not inclined to anticipate their wants. There is so much uncertainty about the present conditions that a forecast of the future would be pretty much of a guess. One leading dealer expressed the belief that prices had about reached the bottom and that a rise might soon be looked for.

The leather trade report business as being in a most favorable condition. Prices are being well maintained and the volume of business is constantly increasing. There is a good call for all kinds of leather, especially is this true in the case of harness leather. The boot and shoe manufacturers are placing good orders for their fall runs. Oak and hemlock sole are selling quite up to average. Patents are still in demand and will be very popular in coming footwear. Colored leathers of all shades are much in evidence. There seems to be an increasing demand for this class of leather for boot and shoe manufacture. Fancy leathers are in good demand at firm prices. The trade outlook is most encouraging. The factories of the Maritime Provinces are all busy, and anticipate continued activity. The same applies to the Province of Quebec, where the large shoe manufacturing concerns report business prospects as most favorable. The trade of the Northwest continues most promising. Throughout the Province of Ontario trade is picking up, and the outlook is bright for a good season. The export trade is light. Collections are reported as slightly improved.

There is continued activity in the leather trade in England, although in the heavier grades there has been a slight easing in prices. A Bermondsey report says: "As regards values of leather, opinions are conflicting. One thing is certain, and that is that some slight ease has recently been observed in the heavy leather section, and lower prices have been accepted for certain grades by those tanners and sellers who recognize that the best prices that will be made during the next eight months are to be made at the present time. Taking the pros of the leather-seller, it is only right to admit that, whilst the

output of sole leather this year, so far, and last has been somewhat smaller, there has been quite a new outlet for it through the export section of America, which looks like being a fairly regular and steady market all the while the tariff remains on its present basis. Naturally, this has permitted tanners to maintain their prices when otherwise they would probably have had to shade them—especially recently, when the hide market has fallen so substantially and satisfactorily for both tanner and boot manufacturer. Another point, too, is that users of shoe leathers have been holding off from purchasing, and have simply been receiving deliveries on old contracts in view of the approaching dull season, and also hoping that by this means prices would give way very substantially.

This has not proved to be the case."

A simple process of tanning fur and other skins has been patented by Joseph M. Brown, of Austin, Ark. The hides if dry are soaked in clear water until soft and pliable; alum is then rubbed on the flesh side, from one to two pounds being used according to the size of the hide. If the hides are soft, the preliminary soaking may be omitted and the dry alum rubbed at once on the flesh side of the hide. The hide is then rolled up and allowed to remain in that condition for from 24 to 48 hours. Next dissolve from 1 to 5 pounds of Terra Japonica in about 4 gallons of hot water, a clean metal vessel being employed to hold the liquid. After this ooze is cool, the hide is

1847—Misses'. Same as cut on front page 11 x 2..... \$1.40  
2847—Girls'. Same as cut on front page 8 x 10½..... 1.20  
Other Marjorie Shoes in Stock.

GEO. E. BOULTER  
CO. LIMITED,  
TORONTO



1682—Misses' Patent Blucher Bal. .... \$1.60  
2682—Girls' Patent Blucher Bal. .... 1.35  
3682—Child's Patent Blucher Bal. .... 1.15  
1762—Misses' Patent Blucher Oxford ..... 1.50  
2762—Girls' Patent Blucher Oxford ..... 1.30  
1784—Misses' Chocolate Blucher Oxford ..... 1.20  
2784—Girls' Chocolate Blucher Oxford ..... 1.00  
3784—Child's Chocolate Blucher Oxford ..... .80

immersed and permitted to remain in the same from one to five days, according to size and thickness. The hide is taken out and washed in clear water until the hair or fur is clean, after which it is beaten or pressed until it is smooth. The flesh side is then oiled and the hide placed in a shaded place until it is dry, after which the hair or fur is combed or brushed until it is finished. If the hair is to be removed, the hide is placed in a bath of water and slaked lime or wood ashes and left until the hair slips freely. The hide is then put in clear or running water for from six to twelve hours, according to thickness and size, after which it is subjected to the action of the tanning ooze in the manner described. In treating small hides, such as calf or goatskins, after the tanning has been completed, the grain side of the skin may be whipped with a coarse cloth and the flesh side beaten until both sides are smooth. Both sides are then oiled and the hide is placed in a shaded place to dry. (The above process is said to give a leather of great durability and a high finish. The application of dry alum to the flesh side of the green hide drives from it all gluten or albuminoids and leaves the hide open and porous so that the ooze in which it is subsequently treated will penetrate deeply and thoroughly. The hair will be set sufficiently to prevent its slipping during the subsequent treatment and the Terra Japonica will convert the hide into a permanently flexible and tough leather from which the hair will never shed nor lose its natural softness.

Boots and shoes, which have shown a general tendency to rise in price for some time, will be dearer in the immediate future unless we eat more beef, remarks a writer in the *London Daily Express*. It may seem strange that the dietetic habits of the nation should affect the question of its footwear, but the rapid spread of vegetarianism and the growing partiality for mutton and lighter kinds of meat generally have told seriously on the leather supply of the world. While the demand for beef has not kept pace with the increase in the population, the demand for leather in the manufacture of boots, shoes, leggings, bags and motor-cars has become keener out of all proportion. The master boot-makers and repairers of Liverpool and Birkenhead have decided to combine with a view to higher prices, and their lead is likely to be followed in other parts of the country. The prices which ruled for hides re-

cently, according to an authority on leather, were from 40 to 50 per cent. higher than in April, 1908. The demand for boots and leather goods generally has increased enormously in recent years. Almost everyone nowadays has at least one handsome portmanteau, and perhaps a suit case or trunk in addition. Leather is largely used in the motor-car industry, and another important factor is the increased attention now paid to a smart appearance and the necessity of having good boots. Middle-class people generally have a pair of glace kid boots, a pair of brown willow boots, probably two pairs of box calf for ordinary wear, and a pair of thick walking boots for bad weather. The man who is only occasionally a sportsman will have one heavy and one light pair of shooting boots, while leggings are worn more generally than they used to be. The demand for hunting-men's top boots, dancing pumps, slippers, and tennis, yachting, and cricket boots has also increased. At the same time less beef is eaten in proportion to the population, and the price of hides increases accordingly. It is a significant fact that in Japan, China and other countries where comparatively little meat or beef is eaten, that recourse has been had on a large scale to other materials than leather.

It is claimed that one advantage in using the one bath chrome process is that the hides or skins can be retanned if it is found that they are not fully tanned at the end of the tanning process. After the leather has been shaved, if there are any signs of raw hide in the centre of the skins the leather should be retanned before anything further is done. If there is raw hide in the centre of the hides the leather dries stiff and bony, and it is useless to try to make it soft by oiling and staking. The only thing that can be done is to run the leather in a strong, hot solution of salt until it is soft, then drain off the salt water and put in a cold solution and some chrome liquor, one-bath, and retan the leather at least two hours, then wash and finish it in the usual manner, giving a little more fat-liquor and drying the leather. Leather cannot be retanned in a two-bath process. One-bath chrome tanning material is now obtainable in powdered form, resembling logwood crystals, which makes it more convenient than ever. The crystals need only to be dissolved in hot water, and are then ready to be used.

# H. INGLE & SON,

Sole and Upper Leather Importers and Commission Agents

Lady Lane, LEEDS, ENG.

Also at Bristol, Leicester and Kettering.

Cable Address: INGOT

## THE TARIFF CHANGES

Amongst the lucky or unlucky thirteen numbers affected by the new Fielding-Taft concessions was one referring to leather, which proposed a reduction from 17½ per cent. to 15 per cent. on dongola, cordovan, calf, sheep, lamb, kid or goat, kangaroo, alligator, and all leather dressed, waxed, greased or further finished than tanned N. O. P., harness leather and chamois skin.

Whether the change is viewed as wise or otherwise depends more upon the business you are in than upon your particular shade of politics. If your business is affected adversely you will consider the concession an unwise one whether you call yourself a Grit or Tory. The tanning business will be affected adversely, therefore it is not to be wondered at that the tanners' section of the Toronto Board of Trade convened at the earliest opportunity to express their disapproval of the government's compromise.

A number of leading tanners met in the Toronto Board of Trade council room on the 4th instant to discuss the situation, and whilst they thought that perhaps it would be of no avail to ask the government to reconsider the reduction, yet they were of the opinion that some representation should be made to the government in order to protect the tanners against any further reductions. A committee was accordingly appointed to draw up a resolution to this effect. The committee is composed of Mr. E. J. Davis, chairman of the tanners' section of the Board of Trade, and Messrs. A. O. Beardmore of Beardmore & Co., G. Lang of Berlin, S. R. Wickett of Wickett & Craig, and F. G. Clarke of A. R. Clarke & Co.

The tanners claim that the 17½ per cent. tariff was by no means excessive, and in fact if the tariff had been 20 to 25 per cent. it would have been more on a par with the protection afforded other industries of perhaps not as much importance as the tanning interests.

Some very strong opinions have been expressed, but perhaps none more so than the following from the Trade Bulletin of Montreal: "The tanners are up in arms against the concession made to United States manufacturers of all kinds of upper leathers, by the reduction of our old tariff of 17½ per cent. to 15 per cent. This, it is claimed, means the ruin of our tanners of Dongola glazed and all upper leathers. The trade is simply astonished at the Government striking such a 'deadly blow at one of our most important industries,' to quote the words of a well-known Montreal tanner. It is understood that the Ministers at Ottawa have already been interrogated as to their action in making such a ruinous concession which will simply fling the trade into the hands of American manufacturers."

DOING WELL.—Since starting manufacture in this city the Brandon Shoe Company has already turned out \$5,000 worth of goods.—Brantford Exporter.

## WHITE TANNED CALF

For a long time white tanned calf has been replaced by chrome calf, but within the last few years its use has taken a new hold and it is regaining some of its lost ground. From a manufacturing point of view the German kid tannage approaches very nearly to a pure tanning, but is distinguished by great suppleness and firmness. For raw material light and medium calfskins are used exclusively, and dried in preference to salted.

Soaking.—The dry skins are first put into an old soak water and after 24 hours are examined by hand. To hasten the softening, caustic soda is added to fresh water, but this must be done with caution. As a general rule 1½ lb. caustic soda to each 250 gallons of water will be sufficient, and in this the skins should remain for about 48 hours. When fully softened they are piled in heaps and allowed to drain for a short time, and then put into an old lime and left for two days when they are changed to a freshly-made lime, where they remain for six or eight days, being turned over once each day. In making up the fresh lime about 30 lbs. should be taken for each 100 skins. When the hair is sufficiently loose they are unhaired, fleshed, etc., the same as other small skins intended for upper leather.

Bating.—The bate should be prepared with great care, for if it is wrongly or carelessly made the skins may be spoiled beyond repair. If any trace of lime is left in the skins after the purge, this combines chemically with the alum used for tanning, causing the fibres to lose their elasticity and the skins become hard and brittle. On the other hand, if the purge is carried too far it is just as injurious, for air bubbles form under the surface of the grain, which break in the finishing and greatly damage the quality of the leather.

Some bates are not so dangerous in their action as others, and the one most to be recommended is lactic acid and molasses. This bath, which is usually given in a paddle vat, should be made fresh for each batch of skins, using for each 100 lbs. of raw skins about 1 quart of lactic acid. When they have been worked for about an hour and a half the skins are removed to the second bate of molasses. This bath consists of 1 quart of molasses for each 100 lbs. of skins and may be used over and over again, simply adding a fresh quart of molasses for each lot.

Tanning.—As already stated, the tanning and finishing are very similar to ordinary white tanning: alum, salt and flour being chiefly used. For a lot of 200 small skins take 40 lbs. alum, 12 lbs. common salt, 70 lbs. flour, 12 lbs. preserved yolk of eggs and 1½ lbs. good quality bone oil. The ingredients are to be dissolved in water in the order named, using enough to form a thick broth. The tanning is usually done in a drum and takes about 1½ hours. When fully tanned the skins are removed and piled in dozens

on horses and allowed to drip for 24 hours. The skins are then doubled separately, grain side in, and hung to dry on smooth rods. The drying should be rather quick, in a well ventilated room, so that the liquor which remains may combine thoroughly with the skins. When the skins are bone dry they are packed in dozens and put in storage for a few days.

**Finishing.**—In order to proceed with the finishing it is necessary to again moisten the skins, which is best done in a trough filled with warm water, in which they are immersed for four or five minutes. After dripping for a short time they are pressed into a case and left for 24 hours.

They are now staked either by hand or machine, and after drying slightly are pounced. This operation should be done with special care, first lengthwise and then crosswise of the skins. When sufficiently softened they are again moistened evenly and are either fleshed or passed over an emery wheel, according to thickness. In this condition they are stored for several weeks so as to allow the tanning matter to become still further fixed in the fibres. The excess of



Jas. Linton & Co., Montreal, P.Q.

alum and salt will be deposited on the surface during this time and can be removed by paddling for five minutes in warm water. They are then given a sort of final retannage in yolk of eggs and salt, using for each 100 lbs. of dry skins, about 150 egg yolks, or 6 lbs. of preserved yolk, and 3 lbs. salt dissolved in luke warm water which is added to the egg yolk till a thin broth results. In about 25 minutes this bath will have penetrated sufficiently and the skins will be ready for coloring.

The skins are now stretched on a table and a weak solution of tartaric emetic applied to the grain with a soft brush. The object of this is to enable the skin to take up the color more readily and to intensify its effect.

For coloring take 1 lb. of hematine (solid extract of campeachy wood) dissolved in 5 gallons of water, and applied evenly with a brush. Then, for blacken-

ing, give a coat of weak solution of nigrosine or copperas. After the coloring the skins are rinsed with clean water and set out vigorously by hand or machine. They are then given a coat of oil and hung in a well ventilated drying room. The drying should be rather quick with a temperature of about 100 degrees F. This heat will make the skins dry out hard, so they must be laid in moist sawdust and again staked, after which they will be sufficiently supple. To keep them in this condition they are again fat-liquored with a mixture of 6 parts water, 1 part olive oil, 1½ parts soap, ½ part talc., which must be thoroughly mixed together and applied to the flesh side with a cloth or sponge. When this has fully penetrated the skins are again lightly staked, brushed off on both sides and hung up till bone dry. When again taken up they are boarded in the staking frames, cleaned off well and given a first-class dressing, composed of 48 parts water, 4 parts hematine, 2 parts castile soap, 1 part pure tallow, 4 parts gum tragacanth. These must be dissolved separately and thoroughly mixed in the order given and boiled for a short time. While still boiling filter through pack-cloth and stir until cold. This dressing is applied on the grain and allowed to stand for 20 minutes; then the skins are passed through the ironing machine. Immediately after they are given a second dressing composed of olive oil 20 parts, vacuum oil 16 parts, gum tragacanth 2 parts, yellow wax 1 part, pure tallow.

This is to be laid on very evenly and thoroughly rubbed in. After 24 hours another rubbing is given to bring out the polish. The leather is now finished and may be measured and sorted. —Le Cuir.

It sometimes happens that skins on which sulphide of sodium has been used have dark green spots, caused by iron in the sulphide, or by the skin coming in contact with the iron while it is going through the beam-house—such as laying on an iron pipe or some other article of iron. Such spots cause considerable trouble. All iron should be kept away from the sulphide, and the iron in the sulphide can be got rid of in the following manner: Take a clean barrel, knock out one head, bore a hole a few inches from the bottom and put in a wooden faucet. Put one hundred and fifty pounds of sulphide of sodium and twenty-five gallons of water into the barrel and boil until dissolved, then fill up to make fifty gallons in all. After standing forty-eight hours the iron will have settled to the bottom of the barrel below the faucet, and the sulphide liquor can be drawn off and used, the liquor below the faucet being thrown away. By preparing the sulphide in this way the iron is removed from it and there is no trouble with iron spots. When very thin and soft skins are wanted, the working down in the drench should be very thorough, so that the skins will be much depleted. For

#### Worthy of Note

this purpose a fermentive drench is preferable, as it has greater depleting power than the regular lactic acid drench. By careful and thorough washing before drenching, the quantity of drenching material necessary can be considerably reduced. A bate should have no injurious effect whatever upon the fibre of the most delicate skins. A bate that requires constant watching is not safe to use. For colors the grain has to be particularly clear, and to get it so the skin should be worked on the beam, but for black leather, working on the beam can be omitted, the skins being simply drenched and washed. The less sheep skins are limed the firmer they are when finished, and the more they are limed and drenched, the softer they become, and the more like glove leather when dried out and staked.

DOES THIS INTEREST YOU?—(21) A Belgian firm desires to obtain the agency of Canadian firms desiring to do business in Belgium. (72) A Midlands manufacturer of harness, general saddlery and fancy leather goods, is prepared to appoint Canadian resident agents. (105) A Birmingham firm manufacturing boot and shoe protectors of all kinds, heel plates, lasts, baling studs, tacks, malleable iron nails, etc., desires to appoint a reliable Canadian representative. (240) A firm in Paris (France) wishes to secure the representation of Canadian manufacturers desiring to do business in that country. (277) A South African firm of leather merchants and manufacturers desires to be placed in communication with Canadian exporters and manufacturers of harness leather, including sides and backs of all grades, black and brown. Also light strappings: rein, backs, butts and sides, (dressed and in crusts). (278) South African firm desires to be placed in touch with Canadian exporters of sole leather; hemlock and oak in bends and sides—all weights. Also bag hides. (281) A South African firm desires to be placed in touch with Canadian exporters of patent leathers for harness and coach work; trimming leathers for carriage and motor work; basils for shoe and saddle work. (282) A South African firm desires to be placed in touch with Canadian exporters of leather belting. (291) A firm in Barbados, in general business, is inquiring for Canadian firm wishing to import hides. (420) Lancashire firm manufacturing hair, cotton and leather beltings, together with accessories, are open to offer their Canadian agency to a first-class residential firm possessing the necessary qualifications. (248) Inquiry is made by a Leeds firm respecting the names of whaling firms and other dealers in Canada from whom direct supplies of white whale, white fish, and other fish hides could be secured. Full information required as to condition, prices and other particulars. (426) A prominent Hamburg, Germany, importers' agent wishes to establish connections with reliable exporters of asbestos, meat and slaughter-house by-products, hides, skins, cereals of all kinds, fruit (fresh, canned and evaporated), furs, metal wastes, ores, maple sugar, oil, seed, etc., which he can sell in Germany. (447) An English manufacturer specializing in fancy leathers wishes to get into touch with Canadian importers. (480) A North of England firm of manufacturers of various leathers as used for footwear, leggings, fancy goods and automobile fittings, would like to negotiate with an established firm in Canada who could take up their agency. (482) A firm of auctioneers in the North of England would like to negotiate with exporters in Canada for a trial consignment of hides and skins for sale on commission. (523) A Japanese importer wants the names of Canadian exporters of raw and salted hides, and also the names of tanners of sole and other varieties of leather. (538) A Nottingham firm are desirous of appointing a Canadian agent (having offices at both Toronto and Montreal) with a thorough knowledge of the light leather trade. (630) A Leeds firm would be pleased to quote on Canadian inquiries for any kind of fancy leathers; also

## We make Select Lines

F  
O  
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S

Men's,  
Women's,  
Little  
Gents'  
in  
McKays  
and  
Turns

FINEST GOODS AT RIGHT PRICES

**AIRD & SON**

583-585 St. Timothy St. MONTREAL, P.Q.

basils and foot linings. The names of the firms making these inquiries can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward references, particularly bankers' references. Quote the reference number when requesting addresses.

MERCHANT FALLS DEAD.—On March 28th, a.m., Mr. James T. Stenson, boot and shoe merchant, fell dead at his residence, 349 Reid Street, Peterborough. Though he had not been well recently, he was at business on March 26th, and at church on the 27th. Mr. Stenson was born in Ireland some seventy-three years ago.

SHOE FACTORY WILL NOT REBUILD.—Only the shell of the Higgins shoe factory, Yarmouth, N. S., is left standing, the contents having been destroyed by fire. The flames spread rapidly, and although the fire department responded promptly, their efforts were in vain. The large number of employes were panic stricken, but all managed to find their way to the lower storey and escaped through the windows to the street, except two men, who were surrounded by flames in the fourth storey and could be heard through the dense smoke, calling for help. Ladders were placed within their reach and they escaped with a few burns. A third man had two arms badly burned and received internal injuries. The machinery and stock in the building are ruined. Higgins will not rebuild. The insurance is about \$29,500. Some of the insurance is on the adjoining building, the stock in which escaped. The destruction of the factory takes from Yarmouth one of its leading industries, and one which paid a large sum in cash to its employes weekly. The fire started by the upsetting of a can of gasoline, which came in contact with a small oil stove which was burning and sitting on the same table.—Quebec Daily Telegraph.

## The Latest and Best in Fine Footwear

☪ Largely improved facilities for the handling of our Fall and Winter Trade will guarantee to the retail merchants improvement in quality as well as efficiency in prompt delivery. The largest Fall season in the history of our house is confidently anticipated and provision made to handle same.

# McCREADY FALL 1910

The  
Progressive  
Dealer is  
Always on  
the Alert  
to Pick Up  
the Latest  
and  
Catchiest  
Creations in  
Footwear  
which  
Accounts  
for the  
Increased  
Sales of  
McCready's

## The James McCready Co.

Limited

Montreal-Winnipeg-Calgary-Edmonton

CLARENCE F. SMITH

Vice-President and General Manager



## Hockey, Skating and Racing Shoes



McCready's  
Goodyear Welts  
with heavy  
double soles  
and shanks,  
viscolized  
buttons and  
genuine calf-  
skin linings,  
are our leaders  
for Fall.

English Welts  
and McKay  
Sewed goods  
are much  
improved over  
last season and  
an immense  
business will  
be done in  
these lines.



The celebrated  
"McCready  
Marathon"  
which line has  
been increased  
will more than  
uphold its  
already  
established  
reputation.  
Long boots,  
which are  
going to be big  
sellers this  
Fall, have been  
well looked  
after and are  
better made  
than ever  
before.

A large assortment  
of Standard Screw,  
Riveted and Pegged  
Staples will prove  
of interest to  
country merchants.



**The James McCready Co.**  
Limited

Montreal-Winnipeg-Calgary-Edmonton

**"KOZY"  
Slippers**  
(Reg'd Design No 546992)

*British Made*



CHERRY

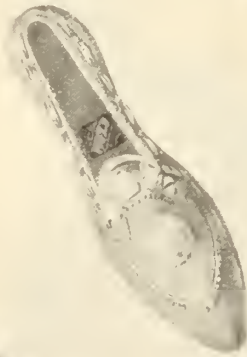


BEAVER

**"KOZY"  
Slippers**  
(Reg'd Design No 546992)



HELIOTROPE



ELEPHANT  
GREY



STEEL GREY



APPLE GREEN



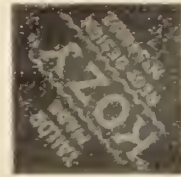
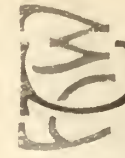
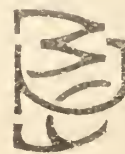
BROWN



SAXE BLUE



MAUVE



*Fac-simile of Silk Label  
attached to each pair.*

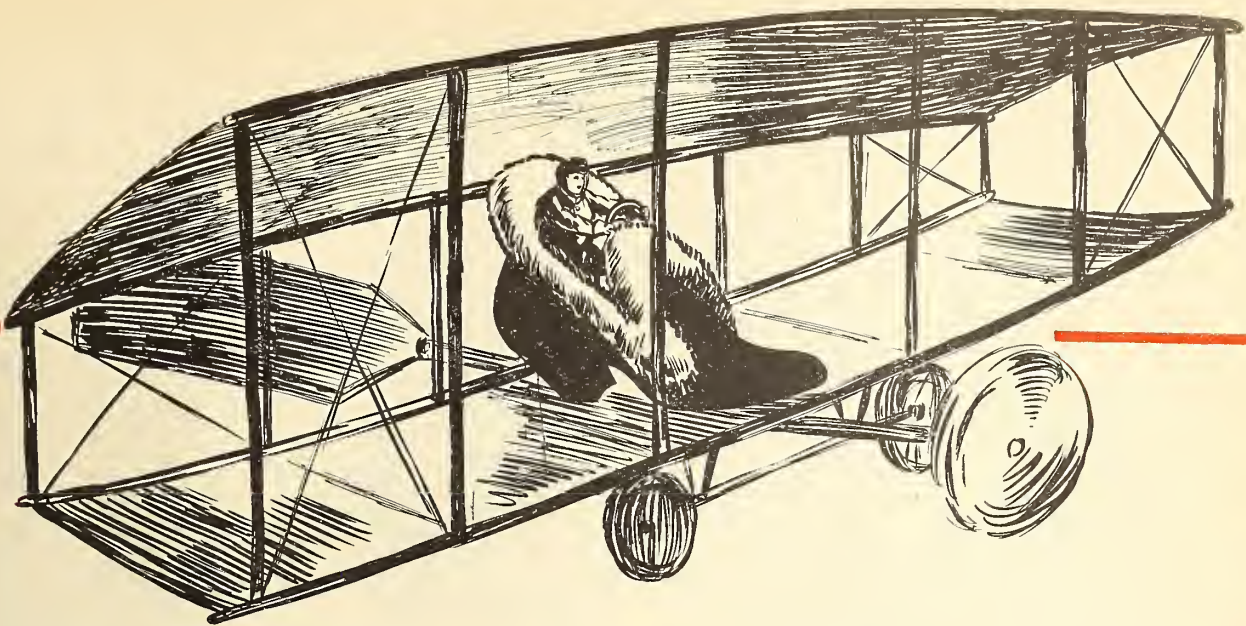


BLACK



NAVY BLUE

**H. W. TRICKETT, Limited, Waterfoot (Near Manchester) England**



# The Latest Record

☐ For the airship gives it the speed championship of the world. It can't be beat—OFF the ground. The record made in Canada and all over the world for beauty, wear and swift selling by

## TRICKETT'S SLIPPERS

declares them to be beyond all shadow of doubt the best.

☐ Trickett's Slippers in Canada are made expressly for Canadian needs from the best materials in the largest slipper factory in the world.

☐ More "TRICKETT'S" sold last year than ever before. ASK YOUR JOBBER.

H. W. TRICKETT LIMITED

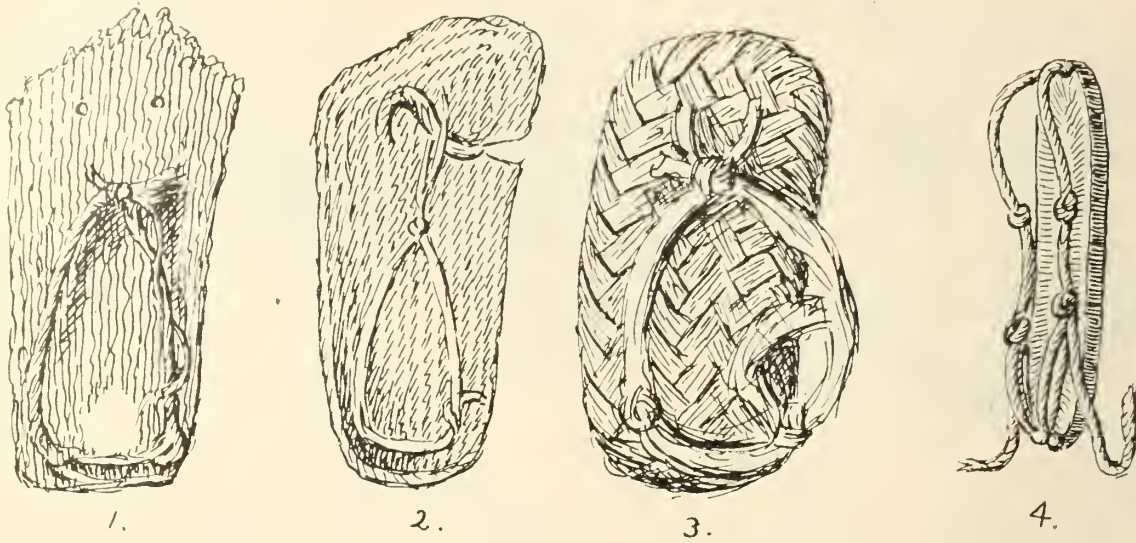
Waterfoot (Near Manchester) England

REVIVAL OF THE SANDAL

The interest in this ancient article of footwear has been revived by the discovery of its adaptation to modern requirements. This is only another confirma-

Asiatic countries. Even in North America abundant evidence has been found that the sandal was formerly in quite extensive use.

Sandals were so familiar a form of footwear in ancient biblical times that they have passed in the



Nos. 1, 2 and 3, Cliff Dwellers' Footwear; No. 4, Japanese Sandal

tion of what has often been discovered before, that there is a wholesomeness in simplicity of style which is worthy of the highest consideration.

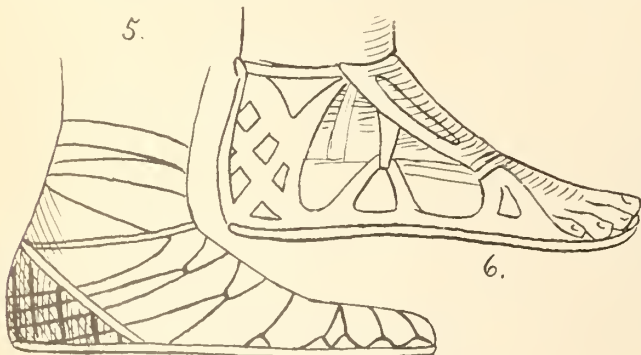
The history of the sandal dates back to the most remote antiquity, and there is reason to believe that it was one of the earliest forms of footwear. It seems likely that, even before the crude idea was originated of wrapping skins about the feet for protection and warmth, the rude ancestors of the human race made use of bits of hide, plaited grass or other material to protect the soles of the foot from thorns and stones. These would perhaps have very little definite pattern at first, and would be tied on by some rough arrangement of bark or thongs, afterwards, in course of time, being shaped to the contour of the foot. The fact that this need of a protection for the foot was universal accounts for the widespread use of the sandal idea. These were found in ancient Greece and Rome, are

sayings and proverbs of those times. A man without sandals was the equivalent of a prodigal among the Jews, because, in buying or selling, the seller sometimes gave his sandals as a ratification of his bargain.

The sandals of Theramenes are mentioned in connection with any one who is changeable or vacillat-



Central African Sandal—Made with very heavy soles laced together with leather thongs, fancy top bands ornamented with stamped work.—Entirely of leather.



No. 5, a Grecian Sandal; No. 6, Roman.

traceable in the pictographs of ancient Syria and Babylonia, as well as in China, Japan and other

ing. Theramenes was a member of the Athenian oligarchy, and was nicknamed "Cothurnus" or the trimmer, that is, a sandal which might be worn equally well, the appellation signifying that no dependence could be placed in him.

Among the cliff dwellings of Colorado, stone lasts have been found, around which the ancient inhabitants plaited and formed a sort of rude sandal of fibre. The sandals made in this style were simply flat mats made of the split fibres of yucca leaves woven in one piece, basket-like, and not plaited and sewn together as straw hats are made. These turned up slightly at the sides and the heel.

Sandals of various kinds have been found in the cliff dwellings differing in texture, form and material. A common variety were made of untanned buffalo or

elk hide with the hair intact on the upper surface on which the foot rested. The yucca plant furnished the staple for nearly all the others. Some were coarsely made of twisted shreds of the leaf, and many, of neater structure, were wrought of the split fibres of more or less fineness. The prevailing shape, with the exception of the first mentioned, was simply an ovoid, sometimes slightly modified, corresponding with the outlines of the foot only in length and breadth. The peculiarly curved front end with its square offset, seen in the more finely woven specimens, and requiring a stone last or pattern, may perhaps be interpreted as a development of the aesthetic in the progressive culture of these primitive inhabitants of American cave dwellings.

**FACTORY FOR CALGARY.**—Secretary Webster, of the board of trade, after corresponding for some time with several Montreal capitalists, announces that a boot and shoe manufacturing plant will shortly be started in Calgary. It is a new concern and the promoter of the concern is a Montreal man with wide practical experience in the manufacture of such a line of goods. It is stated that the company and those interested are of excellent financial standing and will operate one of the largest manufacturing plants in Western Canada.

**TECHNICAL EDUCATION.**—The Ontario Government makes ample provision and generous allowances for the pupils in attendance at public schools. When these pupils pass to the high schools the Provincial Government still cares for them, and spends a generous amount per capita for their benefit. As they pass to the University the Provincial expenditure is continued for their education, and as they study various professions the resources of the Province are drawn upon for their benefit. But for that large section of the rising generation who must leave the public school for the workshop at an early age and who are most in need of education the Province does virtually nothing. This serious defect in our educational system was discussed at length by Hon. A. G. MacKay in a speech that showed careful and thorough research and a statesmanlike appreciation of the need of complete and adequate reforms. Those most in need of the education which the Province can provide are entirely neglected, and the effect is seen in the widening of a cleavage that must ultimately prove injurious to all classes. Efforts have been made to encroach upon the public school life of the children of the Province with a measure of partial apprenticeship to various occupations. The objection to this is the loss, however slight, of the mental culture and training that are likely to be restricted also by necessities. Children whose time at school is limited are regarded as entitled to all the mental training possible to equip them for life's competitions. There is also the trades union objection to the use of the schools for directing children toward apprenticeship and increasing competition in certain trades. These objections, more or less valid, are avoided by the system outlined by the Opposition leader, which would continue the education of those who had chosen their occupations and entered upon their apprenticeship. Such a system would not stint the mental training of the public school term, would not unduly crowd any trade or occupation at public expense, but would give every apprentice the benefit of scientific training in the principles of his daily work.—Toronto Globe.

**THE SUPPLY OF RUBBER.**—This is a subject which comes directly home to every householder, especially at this season of the year. The annual cost of "rubbers" as they are called, is a heavy one upon the average-sized family, and unfortunately keeps on steadily increasing. The manufacturers lay the blame at the door of the insufficient supply of raw material for all the

uses to which it is now devoted, and in view of this, as well as of the present speculative craze in Britain, the following facts about the production of rubber are interesting: Ceylon has now 184,000 acres of rubber plantations, valued at over \$100,000,000, where ten years ago there were less than 1,000 acres. The Ceylon Planter Rubber Syndicate, the other day, declared a dividend of 100 per cent., and there is an expectation of 170 per cent. next year. It is estimated that it will take from three to five years more for the world's rubber production, which is now 65,000 tons annually, to catch up with the demand. Within ten years the production is likely to be trebled, and it is calculated that in 1920 the rubber from Asia alone will exceed the total present production of the whole world. But the demand is increasing year by year enormously, and it is safe to say that the world will be consuming more than 100,000 tons of rubber every year, ten years hence. The increasing use of automobiles alone will go far to-



Sir Henry Whittaker Trickett, in full uniform.

ward expanding the consumption of rubber to the extent of 35,000 tons a year. Africa produces much rubber and so does South America. We shall see a little later what can be done in those parts of the world toward increasing the supply of rubber by systematic effort. It requires ten years for a rubber tree to arrive at a stage of full production of the rubber juice. It would seem, with a prospect of 10,000 tons of rubber a year within six years in Ceylon alone, that the turning point in the price of rubber must soon be reached. It is selling now for more than double the price it commanded before the world began to build automobiles. The price must slip back from the above \$2 per pound to less than \$1, unless the production shall be limited, by the formation of a world-wide trust, which may be possible.—Ex.

### THE BRANDON SHOE COMPANY, LIMITED

When but a youngster, preparing to make a start in life, Mr. A. Brandon chose the shoe business as that in which he considered he would be the most successful. This was some thirty years ago, and that Mr. Brandon has been successful is evidenced by the fact that to-day he is managing director of one of Canada's best shoe manufacturing concerns.

Mr. Brandon is a practical shoe man, having a thorough knowledge of the shoe business in all its branches. The bulk of Mr. Brandon's experience, covering a period of over thirty years, was obtained in the United States, where he was connected with a number of the largest shoe houses, latterly with the Brown Shoe Co., of St. Louis, Mo.

In 1907, Mr. Brandon decided to come to Canada and start shoe manufacturing. He located in Aylmer, taking over the plant of the Laidlaw, Watson Co. This was in November, and by January 1st, 1908, shoes were being manufactured by the Brandon Shoe Co. For about two years everything ran smoothly with business steadily increasing, when the plant was wiped out by a disastrous fire caused by the explosion of a boiler in connection with the municipal plant. Now a reverse of this nature would have discouraged many a man, but not so in the case of Mr. Brandon. It takes more than that to put a man of his calibre "down and out." He immediately took steps towards erecting another plant and re-establishing the business of the Brandon

walk from the heart of the business section of the city. The lot upon which the factory is erected measures 135 x 200, so it will be seen there is sufficient room to enlarge the plant to three times its present size. The Brandon Shoe Co. are at present turning out 2,500 pairs of shoes per week. They specialize in men's fine footwear (Goodyear welted only) to retail at a popular price, viz. \$4.00 and \$5.00, their leading brands being the "Monarch," "Dr. Brandon's Cushion Sole," and the "Brandon Shoe."

"Where quality counts, we win" is the slogan of the Brandon Shoe Co., and Mr. Brandon states that quality now is and always will be their first consideration.

Fall samples have been completed and they are the best ever shown by this company, being most up-to-date in every way. The styles are purely American. The lasts and patterns are all new, coming direct from Brockton, where Mr. Brandon superintended their selection and manufacture. The travelers are now out with their complete lines of samples and the Dominion will be covered from coast to coast. J. L. Tretheway will cover from Toronto to Windsor. Mr. Tretheway is an experienced road man, having previously been connected with the J. D. King Co. for twelve years, and will no doubt give a good account of himself. The territory from Toronto to Ottawa and west to Port Arthur will be looked after by E. E. McIntyre, who has also had considerable experience, having been connected with Minister-Myles Co. for a number of years previous to his engagement with the Brandon Shoe Co. "Mac." is a hustler and there will be something doing



Shoe Co. The business in Aylmer had met with such success that it was decided to locate in a larger place, Brantford being finally settled on as the most suitable and to quote Mr. Brandon, "Brantford is all that was expected." Here, Mr. Brandon interested a number of prominent business men, among whom were Mr. Christopher C. Cook, who now fills the position of President of the Brandon Shoe Co.; Mr. E. Ryerson, Vice-President; Mr. J. S. Dowling, Secretary, and Mr. W. D. Schultz, who is on the Board of Directors. The capital of the company was increased from \$30,000 to \$100,000.

No time was lost in erecting the factory, the laying of bricks commencing on December 6th, 1909. By January 10th, shoes were being cut and shipping was commenced on February 25th. This new factory, while not so very large, is most complete in every way and is considered one of the modern shoe factories of Canada. The building consists of two storeys and measures 120 x 40. It is of white brick mill construction throughout. The different departments are laid out in such a way that the expense of handling and transferring is cut down to the minimum. The top floor is comprised of the cutting, fitting and buttoning departments, while on the ground floor are the finishing, treeing, sole leather and shipping departments. The factory is equipped with the very latest types of shoe machinery, all of which is operated by electric power. The building is steam heated, a low pressure boiler being used for this purpose.

The location of the plant is excellent, being within a very short distance of the Grand Trunk depot and only ten minutes'

in Brandon shoes in his direction. In the Maritime Provinces they have an excellent representative in Morton A. Wilson, whose experience covers a period of over five years. Mr. Wilson was formerly with the Cook-Fitzgerald Co., representing them on the same territory, and is well known to the shoe trade of the East.

H. E. Endicott has been assigned to the Great West, and will cover from Fort William to the Pacific. Mr. Endicott has been with Brandon Co. for two years. He has had considerable experience in road work, and needless to say that in Mr. Endicott the Brandon Shoe Co. will have a worthy representative in Western Canada.

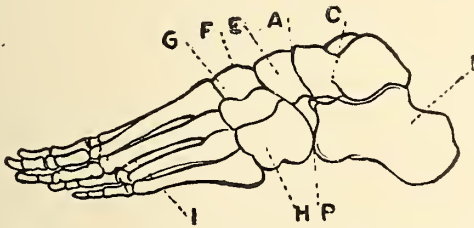
**FISH HIDES, LEEDS AND HULL, (Eng.)**—A shortage is reported in the supplies of whale and whitefish hides now being offered for sale in this country, and as the shipments forthcoming do not hold out any promise of entirely relieving the demand in the immediate future, prices, in consequence, are showing an upward tendency. Inquiries have recently been made as to the likelihood of Canada having any surplus which could be sent forward. Fish hides are put to many uses by manufacturers here, chief among which is the making of footwear for fishing and shooting, and also for sporting gear in general. At the same time they are largely used by manufacturers in the making of boot laces, being imported from Norway and other countries packed in barrels, each hide being preserved with a special salt suitable for the purpose.—Department Trade and Commerce.

## THE CAUSE AND CURE OF FLAT FOOT

By WM. M. SCHOLL, ORTHOPEDIC FOOT SPECIALIST.

There are numerous causes for flat foot, but what concerns us most is not to find the exact cause in each instance, but to give nature the aid which will give immediate relief and final cure. First let me say that there are many people who would indignantly deny that they have flat foot, but who have it, nevertheless, though perhaps only in mild form. Nevertheless, they have it. This can be proven in two ways. First, by carefully observing the action of the foot when no shoe is on it, while it is being used. Second, by the fact that the pains coming from flat foot are present, and that the correct arch support will stop these pains at once. Either proof is good, but the second is absolutely conclusive.

Flat foot may be inherited—it may be acquired when a person is "run down"—it may be due to carrying too heavy burdens, or to running, jumping, or to a strain or sprain. No matter what the cause, the entire arch of the foot sags a little, or perhaps so much that the whole sole of the foot rests on a flat surface when



A-B. Mediotarsal Articulation. C. Astragalus. D. Oscalcis. E. Scaphoid. F. Cuneiform (middle). G. Cuneiform (external). H. Cuboid. I. Metatarsal bones.

any weight is on it. To see the harm thus caused, we must first understand something about the construction of the foot.

I regret to note that this subject is generally presented in a pedantic manner, which discourages the reader. Phrases about tarsals, metatarsals, and tabulations of the 26 bones in the foot, are presented in glittering array, while the true working principle is overlooked. All the details, such as the name of each bone, may be learned by those who wish, but the essential facts in the case do not demand it. It matters not whether the foot has 26 bones, or 16, or what their names are; the principle of the foot is the same as if there were only three bones.

There is the heel bone, the bone in the forepart of the foot, and the arch bone. This arch bone rests one end on the heel bone, the other on the forepart bones. All the weight of the body rests on the arch bone, and this arch bone is supposed to distribute it properly between the heel and forepart of the foot. This arch bone rests in springy ligaments and flesh, thus saving the body jar. It will be seen that the strain on the arch is something immense. If you weigh 150 pounds, how many 150 pound blows do you strike it each day?

Now for the vital point. If the arch weakens and begins to sag ever so little, the distribution of the load is interfered with. The arch bone instead of passing the weight along properly, begins to sag and drag like a hammock. Muscles, ligaments, bones, nerves are misplaced, and while thus out of true position, forced to carry weight not intended for them. In its simplest form, this produces tired feet—feet that tire too quickly, too easily. If the condition becomes more aggravated the result is general nervousness, rheumatic pains, and tender, aching feet, that nothing seems to help until arch supports are secured.

When the foot is in proper shape walking is a joy, and standing is no hardship. Read that last sentence again, and you will just begin to realize how many people are troubled with flat foot. Generally it does not assume an aggravated form, and hence the reason why so often it is not suspected. Your friend

knows he tires easily, but he doesn't realize why. When the feet get tired the tired feeling seems to crawl up the legs and soon you are tired all over—isn't that the way with you? The proof of the benefit of arch supports is the endurance the wearer has as soon as he begins to wear them. He can walk twice as far without fatigue, he can work all day and not feel dead at night, for the simple reason that his feet are kept rested all day.

All that I say here you can demonstrate in your own experience. You can prove me right or wrong. Thousands of shoe dealers have proven me right to their satisfaction. There are reasons why arch supports relieve and finally cure the conditions I have described, and actual tests are the best way for every shoeman to test what I have here stated. To me, these things are facts, but until you have tested the matter yourself, my facts are merely your theories.

However, you will readily see that these facts of mine, and theories of yours, are reasonable. The arch support does just what the name implies—it supports the arch. It fits into the shoe usually worn, no extra size or width is required. It puts the arch of the foot in proper position—and thus takes the strain off the overworked muscles and ligaments. These parts are given a rest, while the arch support carries the burden, or as much of it as is not passed on to the forepart and heel of the foot. Does this not appeal to your intelligence? The more you study it, the plainer it will be to you, and the better equipped you will be to wait on customers. Your customers like to feel that you know more about their feet than they do—they like to buy of a man they have confidence in. The knowledge in this short article will gain you the respect of any customer who is troubled with aching feet.

LATE JAS. NEWTON.—On the 5th of April, Jas. Newton, of the Newton Tanning Co., passed away peacefully at his late residence, Elgin Mills. Mr. Newton was one of the oldest and most respected tanners in the country, and the news of his death will be learned with deep regret by his large circle of friends.

TO GRAIN LEATHER MANUFACTURERS.—A catalogue which will be of the greatest interest to the trade is that of the Moenus Machine Works, manufacturers of machinery for shoe factories, tanneries and belting manufacturers, Frankfort-on-Main, Germany. The catalogue is well illustrated with half-tones and gives an excellent idea of the various machines for staking; setting out, scouring and unhairing; band knife splitting; measuring; shaving; also their range of machines for embossing and ironing. A large number of facsimiles of the grains produced by their machines are shown, giving a good idea of the newest and most popular effects in leather embossing. Those who wish to be in touch with the latest and best in this line should see these illustrations.

THE SOVEREIGN SHOE CO., of Toronto, has issued a circular or folder to the trade in the shape of a postal card. Upon the opposite side of which is a picture of a serious looking person, wearing eyeglasses, with his right hand perpendicularly extended and the index finger of which projecting upward, with the words "Think it over" at the bottom. It is quite original, unique and very suggestive in relation to the matter therein contained. The company announces through this circular that their travelers will start on the road Easter Monday with samples of a complete line of men's shoes of various kinds and of the latest shapes. These lines consist of Puritan colt in five distinct last, vici kid in four lasts. Special four dollar patent leathers costing three dollars, high and low cuts. Waterproof lines in tans and blacks (Sovereign Co. system of waterproofing), cushion insoles—retail at four dollars costing three. The workmanship and finish of these shoes are as good as expert knowledge of the art can produce. The Sovereign Shoe Co. make a specialty of men's high grade shoes only, in Goodyear welts. A page advertisement illustrative of some of the product of this company may be found in another section of this issue.

## READ CAREFULLY!

**A Summary of American Advertisements in the WEEKLY BULLETIN  
(of Leather and Shoe News), December 18, 1909, Boston, Mass., U.S.A.**

**AMERICAN HIDE & LEATHER CO.** Tanners of Cowhide and Calf Upper Leather for Shoes. 17 East St., Boston, U.S.A.

**CHAS. A. ALEXANDER.** Bargains in Upper Leather. Albany Bldg., Boston, U.S.A.

**AMERICAN SHOEMAKING.** An Illustrated Weekly Magazine for Shoe Manufacturers, Superintendents, and Foremen. Boston, U.S.A.

**F. E. ATTEAUX & CO.** Colors for Leather, Tanners' Materials. 176 Purchase St., Boston, U.S.A.

**AVERY CHEMICAL CO.** Chemicals and Dye-stuffs for the Leather Trade. 88 Broad St., Boston, U.S.A.

**BARNET LEATHER CO.** Tanners of Fine Calf Leather, Black and Colors. 27 Spruce St., New York, U.S.A.

**JAMES S. BENT.** Degras, Tanners' Oils, Tanners' Extracts. Boston, U.S.A.

**E. H. BILL.** Foreign Calfskins a specialty. 79 South St., Boston, U.S.A.

**BOOT & SHOE RECORDER.** The great National Shoe Weekly. 179 South St., Boston, U.S.A.

**THE BOYLSTON MFG. CO.** Manufacturers of Shoe Machinery and the Copeland Automatic Ironing Machine. 251 A St., South Boston, U.S.A.

**JOSIAH BRACKETT & SON.** Dealers and Manufacturers of Leather, Scrap, Remnant, Pasted Leather Heeling, etc. 128 Summer St., Boston, U.S.A.

**BRISTOL PATENT LEATHER CO.** Sterling Patent Colt, Sterling Patent Kid. Boston, U.S.A.

**CARR LEATHER CO.** Tanners of Calf Leather. Salem, Mass., U.S.A.

**COBURN & LAWRENCE.** Shoe Patterns and Shoe Machinery Specialists. 209 Essex St., Boston, U.S.A.

**COMMONWEALTH TRUST CO.** Assets, \$15,000,000. Safe Deposit Vaults. 88 Summer St., Boston, U.S.A.

**CRAWFORD, MCGREGOR & CANBY CO.** Manufacturers of Shoe Lasts. Specialty, Treadstrate Lasts. The Dayton Last Works, Dayton, Ohio, U.S.A.

**COTTLE LEATHER CO.** Tanners of Side Upper Leathers, Grains and Splits. 50 South St., Boston, U.S.A.

**DUNBAR PATTERN CO., Inc.** Shoe Patterns and other patterns for skirts, shirtwaists, bags, etc. Brockton, Mass., U.S.A.

**DUNGAN, HOOD & CO., Inc.** Glazed Kid, Blacks and Colors, Mat and Dull. 105 Bedford St., Boston, U.S.A.

**A. R. EALES.** Agent for Foreign Hides and Skins. Cable address, Alfales, All Reliable Codes. 97 High St., Boston, U.S.A.

**W. J. FALLON.** Goodyear Welting. 20 Norfolk Ave., Boston, U.S.A.

**FOSTER RUBBER CO.** "Cat's Paw" Cushion Rubber Heels. Boston, U.S.A.

**GILMAN & SON, Inc.** Manufacturers of Lathes for Turning Boot and Shoe Lasts and Similar Work. Springfield, Vt., U.S.A.

**HAMBLET & HAYES CO.** Leather Manufacturers' Supplies for all kinds of Leather. Everything needed in leather manufacturing. Boston, U.S.A.

**J. F. HECKMAN & SON.** Importers and Dealers Hides and Skins. 208 Purchase St., Boston, U.S.A.

**HILLIARD & MERRILL.** Cut Soles from best tannages of Leather made. 206 Broad St., Lynn, Mass., U.S.A.

**HITCHINGS & COULTHURST CO.** Lion Brown Kid, Black and Colored Glazed Kid. 122 South St., Boston, U.S.A.

**HOOD RUBBER CO.** Manufacturers of Rubber Boots and Shoes. Boston, U.S.A.

**HOTEL ESSEX.** In the Boston Shoe and Leather District. Fireproof. First-class. Opposite South Union Station, Boston, U.S.A.

**HOTEL PURITAN.** 390 Commonwealth Ave., Boston, U.S.A. Opened November, 1909, with every modern resource.

**HOWES BROS. CO.** Tanners' Hemlock, Union and Oak Sole. 248 Purchase St., Boston, U.S.A.

**HUNT-RANKIN LEATHER CO.** Manufacturers of Fine Calf Leather. Boston, U.S.A.

**HUTCHINSON HIDE & LEATHER MACHINE CO.** Fleshing and Unhairing Machines. Winchester, Mass., U.S.A.

**W. K. KEHRHAHN.** Broker in Foreign and Domestic Hides and Skins. Cable address, Wernerus. 185 Summer St., Boston, U.S.A.

**THOMAS A. KELLEY & CO.** Kelley Kid, Black and Colors, Perfection Patent Kid. Lynn, Mass., U.S.A.

**KIMBALL BROS. & SPRAGUE.** Shoe Tack and Nail, and Shoe Last Turning Machinery. Brockton, Mass., U.S.A.

**KISTLER, LESH & CO.** Tanners of Union Sole Leather, Oak Sole, and Belting Butts. 238 Purchase St., Boston, U.S.A.

**A. C. LAWRENCE LEATHER CO.** All Tannages and finishes of Calf, Sheep, Cowhide, and Pig Leather. 95 South St., Boston, U.S.A.

**LOCKE, TOLMAN & CO.** Tanners of Jersey Calf Leather, Rough and Finished Splits. 174 Lincoln St., Boston, U.S.A.

**D. LOVEJOY & SON.** All Knives for Leather-working Machinery. Lowell, Mass., U.S.A.

**MARDEN, ORTH & HASTINGS.** Oils, Greases, Tanning Extracts for Leather Manufacturing. 225 Purchase St., Boston, U.S.A.

**MARTINEAU & BURKE.** Sole and Upper Leather Remnants, etc. 44-46 Lincoln St., Boston, U.S.A.

**McADOO & ALLEN.** Sole Leather, Goodyear Innersole Backs and Bends. 329 North Third St., Philadelphia, Pa., U.S.A.

**M. H. MERRIAM.** Stay Manufacturer for Shoes, etc. Essex and Lincoln Sts., Boston, U.S.A.

**E. C. MILLS LEATHER CO.** Black and Colored Calf, Chrome Tanned Sides. 154 Lincoln St., Boston, U.S.A.

**C. MOENCH SONS CO.** Tanners of Hemlock Sole and Side Upper Leather, Bark and Chrome. 117 Beach St., Boston, U.S.A.

**W. L. MONTGOMERY & CO.** Brokers Foreign Hides and Skins. Foreign correspondence solicited. 22 High St., Boston, U.S.A.

**W. W. MOONEY & SONS.** Pure Oak Flexible Sole Leather. Columbus, Indiana, U.S.A.

**B. N. MOORE & SONS CO.** Tanners of Fancy and Shoe Leathers. Veal Goat, a substitute for calf. 95 South St., Boston, U.S.A.

**J. F. MOSSER & CO.** Foreign Hides and Skins. 238 Purchase St., Boston, U.S.A.

**WM. F. MOSSER CO.** Tanners of Sole Leather and Side Upper Leather. 190 South St., Boston, U.S.A.

**E. F. MULHOLLAND CO.** Foreign and Domestic Hides and Skins. Cable address, "Sedih." 202 Lincoln St., Boston, U.S.A.

**P. J. NANGLE & CO.** Sole cutters. Men's and Women's Cut Soles. 99 High St., Boston, U.S.A.

**NATIONAL ANILINE & CHEMICAL CO.** The Largest Makers of Nigrosine in the World. 36 Purchase St., Boston, U.S.A.

**NEW CASTLE LEATHER CO.** Tanners of Glazed Kid, Black and Colored. 61 South St., Boston, U.S.A.

**J. E. NIGHTINGALE.** Perfection Leather Measuring Machine. Danvers, Mass., U.S.A.

**NORTHWESTERN LEATHER CO.** Chrome and Bark Tanned Side Leather, Finished and Flexible Splits. 14 South St., Boston, U.S.A.

**OLD COLONY TRUST CO.** Capital, surplus, and stockholders' liability, \$9,000,000. Boston, U.S.A.

**PEERLESS MACHINERY CO.** Shoe Factory Machinery. 44 Binford St., Boston, U.S.A.

**PEERLESS CEMENT CO.** Manufacturers of High Grade Rubber Cement, for shoe factories, etc. 218 Broad St., Lynn, Mass., U.S.A.

**ARTHUR W. POPE & CO.** Shoe Goods and Leather. 108 Lincoln St., Boston, U.S.A.

**RICE & HUTCHINS, Inc.** World's Shoemakers for the Whole Family. Eight large factories. Boston, U.S.A.

**ROUSMANIERE, WILLIAMS & CO.** Shoe Manufacturers' Goods. 87 Lincoln St., Boston, U.S.A.

**W. A. RUMPF.** Goat, Sheep, Calfskins, and Hides. Branch in Riga, Russia. 75 High St., Boston, U.S.A.

**E. H. SAMSON & SON.** Buyers, representing foreign leather merchants. Correspondence solicited. Cable, "Bostonlea," Widebrook Code. Boston, U.S.A.

**SHOE & LEATHER MERCANTILE AGENCY, Inc.** Credits, Ratings, Reports, Collections. Thirty years' experience. 183 Essex St., Boston, U.S.A.

**C. J. SOUTHWICK & CO., Inc.** Brokers in Domestic and Foreign Hides and Skins. 10 High St., Boston, U.S.A. Cable address, "Southwicco."

**N. F. THAYER & CO.** Sole Leather; Taps, Toplifts, Soles, Shoe Laces. 86 High St., Boston, U.S.A.

**UNITED STATES HOTEL.** In the center of the Shoe and Leather District. American and European Plan. First-class. Boston, U.S.A.

**UNITED STATES LEATHER CO.** Hemlock, Union and Oak Sole Leather. Headquarters, New York City, U.S.A.

**WEBSTER & CO.** Tanners of Chrome and Bark Side Leather, Patent and other finishes. 134 Summer St., Boston, U.S.A.

**REGINALD S. WELLS.** Foreign Hides and Skins. 19 High St., Boston, U.S.A.

**WHITNEY MACHINE CO.** Tanners' Machines for the Beamhouse. New Catalogue. Established 1844. Winchester, Mass., U.S.A.

**WINSLOW BROS. & SMITH CO.** Sheepskins, Goatskins, and Cabrettas for all uses. 66 Lincoln St., Boston, U.S.A.

**FRANK L. YOUNG & KIMBALL.** Tanners' Oils and Greases, Tanning Materials. 111 Purchase St., Boston, U.S.A.

**YOUNG & SAMPSON.** Sole Leather and Cement Counters. Lynn, Mass., U.S.A.

**"ORGANIZING A SHOE FACTORY."** A new practical book, 14 chapters. Price, \$5. E. S. Gile, 183 Essex St., Boston, U.S.A.

All the advertisements, summarized above, appeared in the December 18th issue of the *Weekly Bulletin* (of Leather and Shoe News). A weekly trade paper established in 1896. Main Office, 183 Essex Street, Boston. Sample copies will be mailed on request. In answering advertisements please mention the *Weekly Bulletin*.



QUEBEC NOTES

The many friends of Mr. Michael Lynch will regret to learn of his death, after an illness of several weeks. The deceased, who was one of the best known and most popular men in this city, for years past has been connected with the boot and shoe trade, and at the time of his death represented several English and Canadian firms doing business with the shoe trade.

During the month, the firm of D. Dion & Co., boot and shoe manufacturers, on Des Commissaires Street, has been dissolved by the retirement of Mr. D. Dion, and newly organized under the name of Marier & Trudelle, two of the old firm partners.

Our joint committee and board of conciliation of shoe manufacturers and shoe workers is doing very good work. Although it has been organized only since the 18th November, 1909, many important matters have already been settled to the best interest of our industry. In order to have the by-laws of this committee known, the Quebec Boot and Shoe Manufacturers' Association has had them printed on large cards and posted in every factory.

The activity is considerable in the boot and shoe industry. For many years Quebec factories have not had so good a run for samples. It is hoped that orders will also be large.

ENTERPRISING RUBBER MANUFACTURERS OPENING CANADIAN BRANCH.—When we so often have remarked upon the apathy shown by British manufacturers towards the Canadian market, it is pleasing to chronicle the advent of a British firm with the enterprise to come amongst us and estab-

lish its warehouse in one of our own cities. Such firm is the North British Rubber Co., Ltd., who have taken over No. 43 Colborne Street, Toronto, Ont., and these commodious premises will be stocked with the firm's productions. The Canadian branch will be under the management of Mr. Ernest L. Kingsley, of Toronto, who has had a very wide experience in the rubber business. The chief lines stocked by the North British Co. will be rubber footwear, though they manufacture rubber goods of every possible description for mechanical, engineering and scientific purposes. The principal factory of the concern is at Castle Mills, Edinburgh, Scotland, where over 4,000 hands are employed. Established in 1854, the North British Rubber Co. have, owing to the excellence of their productions, so increased their business that to-day they are practically the largest rubber manufacturers in the Empire. In addition to warehouses throughout Great Britain, they have established warehouses in the principal capitals of Europe, namely: Paris, Berlin, Vienna and Brussels, whilst they have agents in all parts of the world. We welcome the firm to Canada, and hope that by their fair dealing and the quality of their shoes they will be able to earn a good measure of confidence from the Canadian trade.

BOOT NOT APPRECIATED.—A throng of about five thousand persons gathered recently to witness a New York Italian wedding, and rice was thrown in plenty. There were a few old shoes, too, and these the bridegroom ducked smilingly. One boy, however, put too much force into a boot he flung. It struck the bridegroom just below the eye, and the blood spurted on the bride's white dress. She screamed, and the groom, stiletto in hand, quickly leaped from the machine, and, selecting the boy he thought was guilty, started after him, amid the jeers of the crowd, which had previously shown their approval.

**AMERICAN CHROME TANNAGE**  
**NEW PROCESS TO SELL**, by an expert American Tanner with 20 years of experience in Chrome Tannage of Glazed Kid, Cabrettas, Calfskins and Cowhides.  
 Address **A. C. T.**  
 Care of **CANADIAN SHOE & LEATHER, TORONTO**



No. 82



No. 102



No. 13



No. XX

No. 82—Black velvet top, patent colt, whole fox, button, bound with patent colt, pearl buttons, Onyx last, plain toe, 2 inch heel, welt. By Utz & Dunn, Rochester, N. Y.  
 No. 102—Mat kid top, patent colt, circular fox, Blucher, Onyx last, 1 7/8 inch heel, fudge edge, turn. By Utz & Dunn, Rochester, N. Y.

No. 13—Mat kid top, patent colt, circular fox, overlap, short vamp, button, stage last, plain toe, 2 inch heel, welt. By Utz & Dunn, Rochester, N. Y.  
 No. XX—Ladies' mat kid top, dull calf, whole fox, button, short wing tip, fur collar, 2 inch heel.

## A NEW SHOE COMPANY FORMED

Under the title name of Kirvan-Doig, Limited, a new stock company has been incorporated in Montreal for the manufacture of boots and shoes. The promoters and principal stock holders are Mr. Geo. S. Kirvan and Peter A. Doig, both of Montreal.

Mr. Kirvan was born in the United States and was educated at an early age in the art of shoemaking in Lynn, Mass., the place that has produced so many men now occupying prominent positions in the boot and shoe industry of Canada. Thirty years ago at the above city Mr. Kirvan took his first lesson in shoemaking. He continued in this his first position for some years, during which time he acquired a thorough knowledge of the manufacture of shoes in every detail. Accordingly Mr. Kirvan accepted a position with the Portsmouth Shoe Co., of Portsmouth, N. H., in the sole leather department. Quickly following this he was promoted to the foremanship, the duties of which he continued to creditably discharge. About seven years ago he accepted the position of superintendent from the well known firm of Ames, Holden Co., of Montreal, which position he regretfully vacates this month for reasons set forth in this article. Not only has Mr. Kirvan the experience, but he has the reputation of being one of the best posted general shoe manufacturers in this city.

Mr. Peter A. Doig, who is Mr. Kirvan's associate, bears an excellent reputation, not only for his business attainments, but also for his moral propensities. He occupies the position of Montreal agent for A. R. Clarke & Co., leather manufacturers, of To-



McLaren & Dallas, Toronto

ronto. He has been in the above company's employ for the past twelve years. He was selected to go to Australia to establish agencies for his present employers and performed this important duty with great credit and satisfaction to his employers. He was assistant secretary of Y. M. C. A. for two and a half years. Though young in years (being only 27) he is old in experience, and is considered one of the most popular young business men in the City of Montreal.

Messrs. Kirvan-Doig, Limited, will positively open up for business at 344-348 Delorimier St., Montreal, on May first, 1910. The factory is equipped with the most modern machinery and the lasts are of latest American designs. They will sell to the jobbing trade only.

The company will specialize for the present on women's, misses', children's and little gents' McKay stitched shoes, and therefore will insure prompt delivery.

The Shoe and Leather Journal extend to Messrs. Kirvan-Doig its best wishes for their future success and prosperity in their new venture.

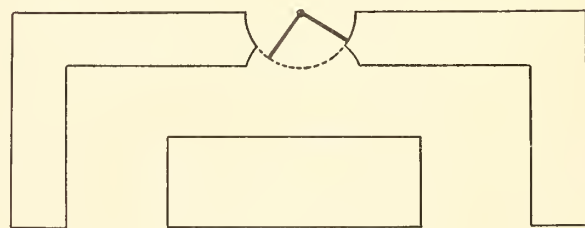
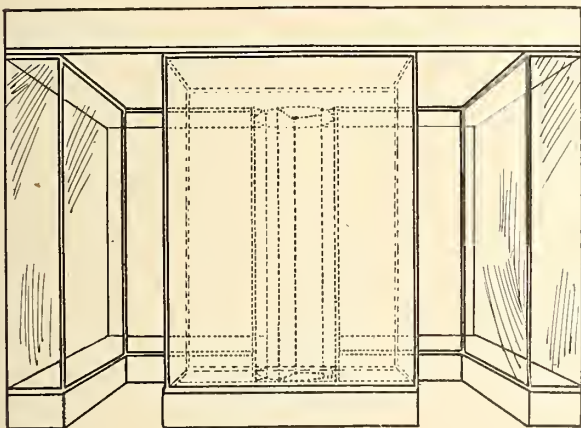
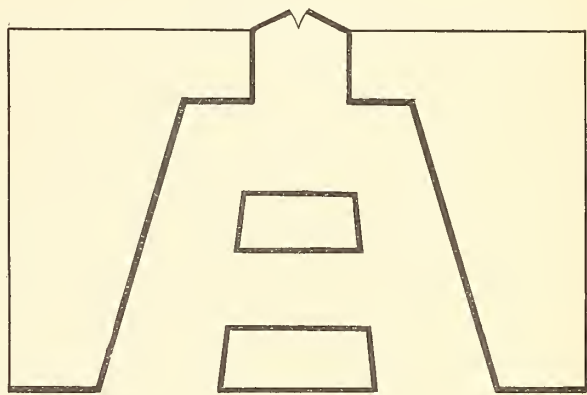
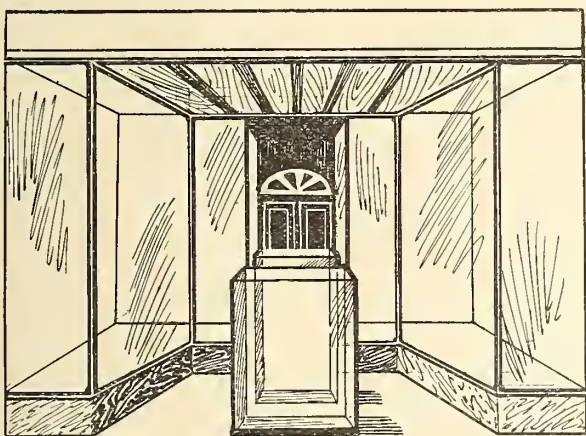
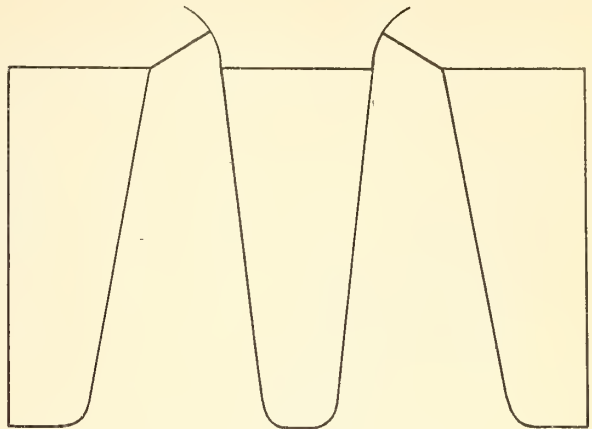
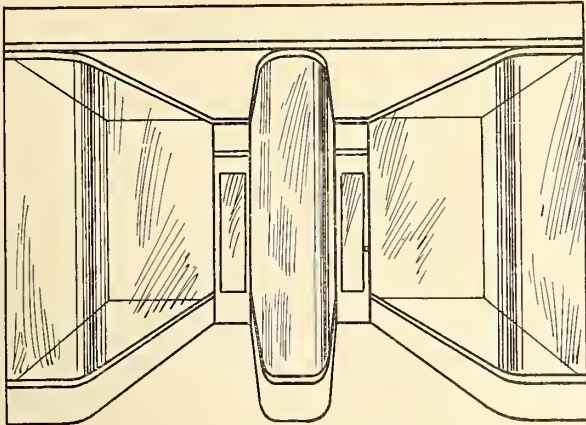
DEATH OF MR. JOHN A. WIGGETT.—Sherbrooke mourns the loss of one of its best citizens in the person of Mr. John A. Wiggett, who passed away at 6.30 p.m. on March 7th. Mr. Wiggett had been ill for some months and while undergoing treatment in Montreal last fall his condition for a time was extremely serious. He was able to return home and recuperated considerably. An operation which was deferred owing to his serious condition while in Montreal was performed recently and was regarded as successful, but pneumonia rapidly developed, which terminated fatally. In the death of Mr. J. A. Wiggett there passes from the activities of Sherbrooke life a man of public spirit and enterprise who has been closely associated with many public movements for the benefit of the city during the last quarter of a century. Mr. Wiggett was a member of the Council of the Board of Trade, a director of the Eastern Townships Agricultural Association, a governor of the Sherbrooke Protestant Hospital, a prominent member and official of St. Peter's church, a director of the Sherbrooke Curling Club, Honorary President of the Sherbrooke Hockey Club, etc. As one of Sherbrooke's leading merchants he developed an extensive trade but found time to devote to the public offices which he held. He is survived by his wife, three sons and one daughter, who will have the sympathy of the community in their bereavement. Mr. Wiggett was fifty-five years of age.

CLOTH TOPS IN UNITED STATES.—Cloth top boots for the fall and winter trade will be pushed by several Lynn manufacturers. They figure that the more cloth top boots they sell the less likely are leather prices to advance. They are giving particular attention to the manufacture of cloth patterns in footwear, so that their customers will be satisfied with them. They figure that they can cut cloth to good advantage, because they may accurately determine the cost of cloth per pair of shoes. Cloth always runs evenly. Leather does not. Its waste may be greater than expected. In that event, the costs of making the shoes are larger than were figured.—Ex.

DEATH OF MRS. J. D. KING.—Word has been received of the death at Los Angeles of Mrs. King, widow of the late J. D. King, at one time one of the largest shoe manufacturers of Toronto. For the past two years Mrs. King has made her home in Los Angeles, where she was accompanied by her daughter, Mrs. H. A. Wilbur, who is bringing the remains to the city for interment. The members of the family who survive are Mrs. H. A. Wilbur, Mrs. (Dr.) Bowles of Washington, Mrs. C. A. Johnston of Buffalo, and Mr. J. S. King of Toronto. While a resident of Toronto the late Mrs. King was an active worker in connection with the Unitarian Church.

GOOD WORDS FOR JOURNAL.—A correspondent from North Battleford writes: "We have received the January and February issues of the Canadian Shoe and Leather Journal. The style of type is clear and the cuts very attractive."

LONDON NOTES.—Harry Boyce, for many years on Rowland Hill's staff, was recently home for six or seven weeks on a visit from Seattle, where he is now connected with the Washington Shoe Co. For four weeks of his time here he took the place of Mr. Chas. Legg, who was out on the road on a special rubber trip. Mr. R. Davis, of Casselman Bros., left for Winnipeg, where, it is understood, a good position awaits him. Messrs. Brown Bros. have moved into the store occupied by the late firm of Matthews & Granger and have it fitted up to the Queen's taste. The shoe clerks' baseball club are planning for even greater conquests this season. Last season they won 8 out of 9, playing with grocers and policemen. The usual Wednesday afternoon holiday is expected during the summer months.



**T**HE whole object of a show window is to catch and hold the eye of the prospective customer *before* he gets past the door. A window which a man cannot see before coming directly opposite it has also lost a great portion of its value as a trade winner. The accompanying sketches are ideas (some of which have been actually worked out) that aim at windows that are different, yet not too expensive. If any dealer who would like information suited for himself will send in the dimensions of his store and about how much he would like to spend, we will supply through the Journal an estimate of cost and time necessary to complete the job.



FINE and  
DANDY

## Astorias and Libertys TAKE THE CANDY

They've got the fit, they've got the style,  
They've got all others beat a mile;  
Look them over on the road,  
Be from Missouri—dump your load  
Of old time stuff your father bought;  
Be up-to-date in goods and thought.

Prices at retail \$4 to \$8.

Made for Men in all sizes and widths.

Cook-Fitzgerald  
Co. Limited  
London, Canada





C. S. KIRVAN  
PRESIDENT

OFFICE AND WORKS  
344-48 DELORMIER AVE.  
BELL TELEPHONE

CABLE ADDRESS KIRDO

**KIRVAN-DOIG LIMITED**  
SHOE MANUFACTURERS  
MONTREAL

P. A. DOIG  
VICE-PRESIDENT AND TREASURER

SPECIALIZING IN WOMEN'S,  
MISSSES', CHILDREN'S' AND  
LITTLE GENTS' HIGRAY SCHW

April 7th., 1910.

To the Shoe Trade of Canada:

Gentlemen:-

We take much pleasure in announcing that on May 1st, we are opening a modern shoe factory at the above address and intend for the present, owing to our limited capacity (400 pairs per day) to specialize in Women's, Misses', Children's, and Little Gents medium grade McKay work.

Before placing your order for Fall, we invite your careful consideration for our samples. Bear this fact in mind that being the latest in the field we have the advantage of a complete new equipment, in machinery, lasts, patterns, etc.

Our aim shall be to undertake only what we have the capacity to supply promptly, and all orders placed with us will receive careful attention.

Yours truly,  
KIRVAN-DOIG LIMITED,  
Per *P. A. Doig*  
Vice-Pres. & Treas.

Dict. P.A.D./E.

P.S. We manufacture for the jobbing trade exclusively.

## NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W. C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks.

A patent has recently been granted to O. V. Forbes, of London, Eng., for an invention relating to detachable heels. The detachable part is formed with a T-shaped projection adapted to engage in a corresponding recess, in the fixed part of the heel, the recess is formed by one or more solid lifts, a single skeleton lift and a further strip or lift. The removable part is secured in position by a screw inserted from the inside or outside, or by a staple, spring, etc., inserted from the breast or underneath.

A patent has recently been granted to T. West, of Stafford, Eng., for an invention relating to channelling and repairing. A tool for cutting and opening the channels formed in the soles of boots and shoes comprises a bent stock provided with two arms, the one arm carrying an adjustably mounted knife and roller, and the other arm being tapered and provided with a pointed projection. The channel is cut by the knife, the roller running along the edge of the sole, and the lip of the channel is passed back by inserting the projection into the channel and drawing the tool round the sole. The tool may be used in repairing.

DEATH OF QUEBEC LEATHER MERCHANT.—Quebec mourns the loss of one of its most valued business men, whose death occurred on March 24th. For twenty-five years Michael Lynch has conducted one of the most representative mercantile establishments of this city, and up to the time of his death represented two of the largest leather manufacturers in Canada, Rob-

son Leather Co., Oshawa, Ont., and C. D. Galibert & Son Co., Montreal. His strict integrity and splendid business attainments combined with a genial personality, made him a favorite everywhere. He leaves to mourn his loss three brothers, J. H. Lynch, New York; E. W. Lynch, Lowell; J. J. Lynch, Quebec, and one sister, Mrs. P. A. Shee, to whom the sympathy of their many friends is extended.—Quebec Daily Telegraph.

JAPAN REQUIRES HIDES AND LEATHER.—Japan offers to Canadian dealers in raw and salted hides and Canadian tanners a market that should grow every year. Japan will never raise enough cattle, etc., to begin to supply the demand for hides and leather. The industrial conditions of Japan have changed very much during the last twenty years. No wall over this country enormous manufacturing plants have been erected, and every year they are using more leather belting for the transmission of power. Further, the Japanese people are dressing more and more in foreign clothes. A demand has arisen for boots and shoes that is being supplied by the Japanese themselves, as they import the leather and make the shoes here with Japanese labor, using models of shoes from foreign countries.—Department Trade and Commerce.

JEWELS IN A SHOE.—Mrs. Anthony Internate, to foil possible burglars, concealed \$500 in money and \$1,500 worth of jewels in the toe of a shoe in her Brooklyn home, and during her absence the attentive servant sent the shoe to the cobbler's shop to be repaired, she having heard her mistress remark that it required repairing. On learning what the maid had done Mrs. Internate and her husband spent most of last night hammering on the cobbler's door, and when, by persuasion of the police, he opened it the next morning the shoe was found and the valuables had been untouched, but the family has decided to secure a safe deposit vault which will be as servant proof as it is burglar and fireproof.

## SOLID LEATHER SHOES

All Lines  
All Sizes  
from  
Children's  
to Men's

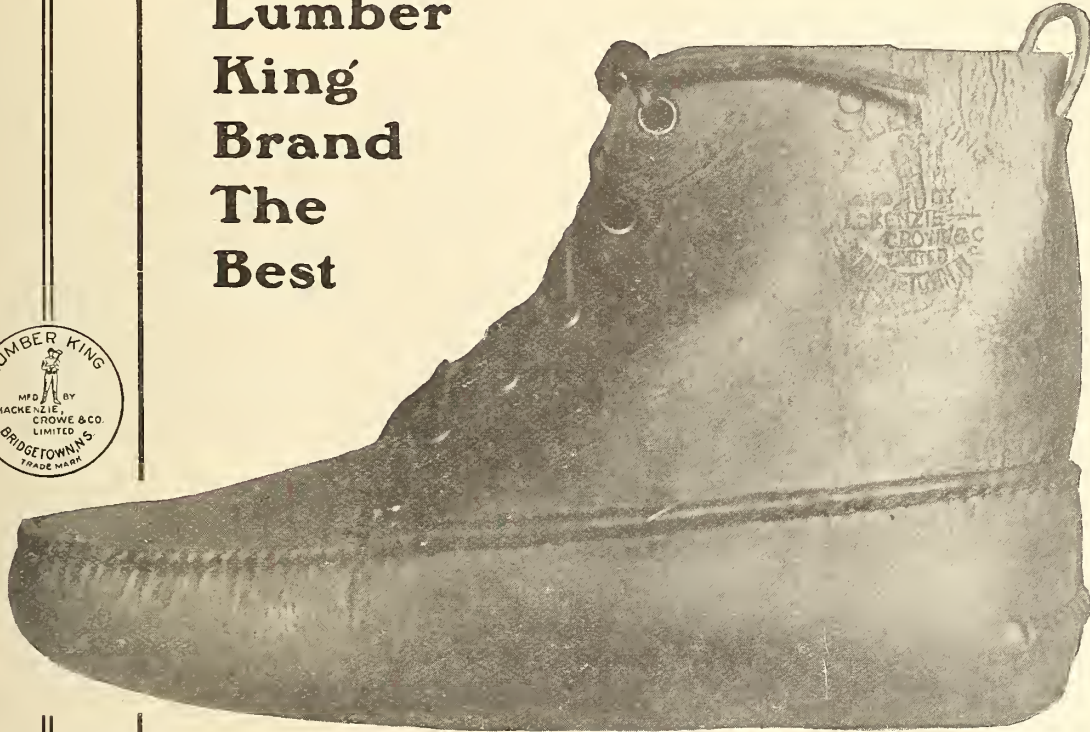
Charles A.  
**AHRENS**  
AND Company  
BERLIN, ONT.

We Also  
Make a  
Line  
of  
Slippers

See Our Samples for  
Fall Nineteen - Ten



**Lumber  
King  
Brand  
The  
Best**



**Larrigans, Shoe Packs  
and Sporting Shoes**

We tan our own stock for the "Lumber King" Oil Tans and use the best material available to make them thoroughly waterproof. They give perfect satisfaction and are the most profitable line for the retailer to handle.

MADE BY

**McKenzie, Crowe & Co. Limited**  
BRIDGETOWN, N. S.



LEONARD T. ACTON, second son of James Acton of The Shoe and Leather Journal, left on Sunday, April the tenth, for Torreon, Mexico. He will be engaged on chemical work, research and otherwise, for the Mexican Continental Rubber Company, the well known producers of Guayale rubber. This concern already had five Canadians at Torreon and the addition of Messrs. Acton and Robert MacPherson, who took the journey with him, bring the number of Canadians at their Torreon works up to seven.

NEW FACTORY FOR MONTREAL.—It is reported that Geo. Gales, of Gales & Co., Montreal, will erect a boot, shoe and trunk factory in that city.—Ex.

RECORD PRICE FOR RUBBER.—The unprecedented price of 12s. 4d. a pound was paid for plantation raw rubber at the fortnightly sale in Mincing Lane, London, on April 5th. The bidding throughout was brisk.

ENGLISH SYNDICATE CONTROL.—An Associated Press despatch from Detroit says:—Negotiations which have been in progress for several weeks were practically closed for the sale to an English syndicate of a controlling interest in the Mexican Crude Rubber Company, the majority stock of which is owned by Detroiters. The price paid by the syndicate for the stock is \$3,750,000. The company was capitalized for \$1,500,000, the par value being \$10 per share. A year ago this stock could have been bought for \$3 a share, but recently sold as high as \$21 in the local market. At the option price the shares show an advance of more than 700 per cent. over what they cost the Detroiters, who are satisfied to take a good price for their holdings and get out. The company's output last year was 1,000 tons of crude rubber, which was made from the Guayale plant, a common shrub in Mexico. Benjamin S. Warren, general counsel of the company and one of its largest shareholders, left recently for New York, taking with him ninety per cent. of the stock ready to deliver to representatives of the English syndicate. The excitement in England over the boom in rubber securities is mainly responsible for the consummation of the present deal.

BIG BLAZE AT WATERLOO.—A disastrous fire broke out nearly on the morning of March 18th in the premises of Valentine & Martin, shoe manufacturers. The prompt arrival of the fire brigade prevented the total destruction of the building, but the interior was gutted and the entire stock is practically destroyed. The loss will be about \$30,000, which is partially covered by insurance.

HOCKEY IN KINGSTON.—Mr. James T. Sutherland, the well-known shoe man of Kingston, Ont., is feeling very well just at present, owing to the success of his proteges in the hockey league. Mr. Sutherland's efforts in boosting hockey in his native city are evidently highly appreciated, as shown by his recent presentation with a gold watch.

THE RIDEAU SHOE CO., of Montreal, was established in 1890, under the firm name of Laniel & Co. The product of this company consisted of cheap turns and McKays. In 1908 the company was reorganized and the present firm name adopted, Dr. H. Ethier becoming president, and Mr. John A. Adams was installed manager. The old machinery was replaced by new of the most modern type. New methods were inaugurated in the various departments and new lines of Goodyear welts were adopted. The lines now manufactured by the Rideau Shoe Co. consists of all the latest American styles and patterns of men's and women's Goodyear welts. Sterling colt and Sterling patent kid are guaranteed and the company claim to have the finest line of shiny leathers yet introduced to the Canadian public. Genuine kangaroo kid of the finest texture and tannage will be among their samples this year. The old staples in black and colored calf will be shown in greater variety than ever. Under the management of Mr. Adams the business has increased beyond all conception and now extends from coast to coast. Having but 20,000 square

feet of floor space which can be utilized for manufacturing purposes, the sales from the output last year were \$305,000. The Rideau Shoe Co. do not claim to have all the best shoemakers in Canada, but they do claim to employ the best that highest wages will procure. Their factory is operated under agreement with the International Boot and Shoe Workers' Union, and all goods bear the union stamp. Attention is called to a page advertisement on page one special section of this issue. Mr. Geo. G. Lennox, Winnipeg, Man., is the distributor of Rideau shoes for Western Canada.

INCREASE OF CAPITAL STOCK.—A recent issue of the "Ontario Gazette" announces that letters patent have been granted increasing the capital stock of the Victoria Shoe Company, Limited, from the sum of forty thousand dollars, to the sum of one hundred and fifty thousand dollars, by the issue of one thousand one hundred shares of new stock of one hundred dollars each.

CAT'S PAW RUBBER HEELS.—Dealers and others interested in rubber heels would do well to write for information with regard to the "non-slip, cat's paw cushion heel," manufactured by the Walpole Rubber Co., Ltd., Granby, Que.; general sales office, Eastern Township Bank Building, Montreal, Que. These are representative of the latest and most up-to-date ideas in non-slip rubber heels, and more than fulfil their claim to the attention of the trade. Dealers should see these heels without fail.

SHOE FACTORY FOR AURORA.—A factory starting under very favorable auspices for success is that of The T. Sisman Shoe Co., Ltd., Aurora, Ont., manufacturers of staple goods in standard screw, peg and McKay, also making a specialty of solid leather high grade boots for prospectors and miners. A factory building 120 x 45 and two storeys high, with basement, is being built. It is to be occupied by May 15th.

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Trunk and bag manufacturers, while regretting the incident, will be interested to note that there are still a few "gator" hides left in Florida. The body of Ernest Johnson was found in the topmost branches of a tree in Gish Bayou swamp by a searching party that had been looking for the boy for the past week. The youth took refuge from alligators in the tree several days ago and starved to death. A note found in his hat told the story of his death. He had been fishing in the swamp when the alligators swarmed around his skiff. The alligators attacked the boat and the boy ran it to the cypress tree.

It is to be expected that the present conditions in the crude market would set the rubber world agog. A fortune awaits the fortunate chemist who discovers a method of producing synthetic rubber. Success has attended the efforts of the chemists in other lines and gum camphor, oil of wintergreen, and indigo dye have been duplicated by substances which fully meet all the requirements of the genuine article. Because of these triumphs there are those who believe that synthetic rubber will yet be produced, but as yet all efforts along this line have not been rewarded with success.



There have been lately on view at an exhibition in the City of London, Eng., a rather remarkable pair of shoes, the value of which is put at £600, and represents eleven months constant work. The uppers consist of 7,863 pieces of colored leather, representing the flags of all nations. The British Union Jack is perhaps the most conspicuous, and the name of the workman is ingeniously displayed on the top of the shoes in 641 pieces of leather. The description of this remarkable specimen of footwear states that for

\$3,000  
Shoes



An Enterprising Winnipeg Establishment

the reproduction of each flag the following totals of leather pieces were required: German, 604; Russian, 553; American, 542; Spanish, 377; Argentine, 366; Italian, 320; and French 307, together with others.

Our shoe manufacturers are not as inclined as they once were to include everything from a cack to a stoga in their line of samples, nevertheless there are some who appear to regard it as a religious obligation to supply the every want of the average shoe store. There are some, however, who, realizing that they cannot possibly do a great many things and do them well, are bringing their efforts within a reasonable compass. As the country grows in population this idea will prevail more and more. We were shown two shoes side by side the other day, the one a foreign and the other a native-made, supposed to be identical. The whole story was as plain as a book. The one shoe was made by a con-



cern specializing in perhaps a dozen lines, the other by a concern making perhaps six hundred different samples. We could see in it the Goodyear stitching, burnishing. The material was as good in one as the other.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES.**—There is nothing of special interest transpiring and business is steady. Prices are perhaps giving less concern just now owing to an easier market. The manufacturers are busy and expect to be hard pushed to fill present orders on time. The fall samples are on the road, and a fairly satisfactory number of orders are being reported. The wholesalers and jobbers are getting busier and look forward to a good season. The retail trade is picking up; a good Easter trade is reported. The rubber trade is quiet with the retailer owing to the unusually fine spring weather during the past month.

**HIDES.**—There is little doing in the hide market. Things have been rather quiet and no immediate change is looked for. Prices have remained unchanged, with the exception of sheepskins, which have advanced slightly. The receipts of hides are small, but the quality is improving. The tanners are not buying in large lots, but are picking up small lots here and there through the country. Dealers do not think prices will go any lower, but tanners are looking for still lower figures and are holding off on that account. The following are the latest quotations:—

No. 1 inspected steers	11½	
No. 2 inspected steers	10½	
No. 1 inspected cows	11½	
No. 2 inspected cows	10½	
No. 3 inspected cows and bulls	9½	
Country hides (green or cured)	8½	9
Calfskins, city	11	13
Calfskins, country	11	13
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Sheepskins, each	90	1.10

**TALLOW.**—The market has strengthened slightly since last report. The following are the latest quotations:—

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL.**—The market is a little more active but prices remain unchanged. The following are the latest quotations:—

Washed fleece	22	24
Unwashed fleece	12½	14
Rejects	16	
Northwest wool	15	17

**LEATHER.**—The market is firm with no advances to report. Sales are reported as good and above the average for the month. The most marked activity is in harness leather, which is meeting with splendid sales. Sole leather of light and medium weights is in evidence in both hemlock and oak. The heavy grades are quiet. Patent and colored leathers are meeting good demand on account of the popularity of these grades for boot and shoe manufacture. Fancy leathers are in fair demand at firm prices. Tanners are voicing their disapproval of the recent tariff reduction and predict a ruinous effect upon the leather trade. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

## Harness leather—

No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37

## Hemlock Country Harness—

No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20
Kip skins, French	1.10	1.25
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	85
French calf	1.35	1.60
Splits, light and medium	26	27
Splits, heavy	25	26
Splits, junior	21	22
Enamel cow, per foot	20	25
Pebble grain	16	19
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**CUT SOLES.**—The market is unchanged with fair sales. The following are the latest quotations:—

## OUTSOLES.

	Gauge	Price
Oak—		
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
Spanish—		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70— 2.10	4
Men's X	6	2.25— 1.85	4½
Women's XXX	5	2.40— 1.95	4
Women's XX	5	2.05— 1.45	3½
Women's X	4	1.20— 1.10	4
Boys' XXX	5½	2.90— 2.35	4½
Boys' XX	5½	2.65— 2.20	4½
Boys' X	5½	1.60— 1.35	4½

## TOP LIFTS.

Men's XXX	5½	\$1.35— 75	4½
Men's XX	5½	1.15— 70	4½
Men's X	5	65— 50	5
Women's XXX	5	55— 50	4½
Women's XX	5	45— 40	4½
Boys' XXX	5	70— 60	4½
Boys' XX	5	60— 50	4½

## SHAPED HEELS.

	Size	Price
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

## BOX TOES.

Men's ¾	5c. pr.
Women's ¼	3¼c. pr.

**COUNTERS.**—Either flat, clammed or moulded.

Men's ¾	8c. pr.
Women's 5¼	6¾c. pr.

**TANNERS' MATERIALS.**—There is the usual call at unchanged prices. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6½	7
Cod oil, pure Newfoundland, tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½

# Montreal Markets

**BOOTS AND SHOES.**—The manufacturers are busy completing spring runs, a number of them being pushed to their utmost capacity to fill their orders. The wholesalers and jobbers report trade as very satisfactory. There has been a fairly good sorting trade done. The retailers are not so busy after the Easter rush, when a good turnover took place. The rubber trade has been good but the exceptionally fine weather has militated against rubbers. Prices are practically unchanged but firm.

**HIDES.**—The hide market has taken on a little more life and an advance in price has taken place, owing to the keen competition. The receipts are not heavy, only a limited quantity coming in. The quality is improving. Tanners are up in arms against the new tariff proposals, which they claim will prove ruinous to the trade, and are consequently not in a buying mood. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	13½
No. 2 quoted .....	12½
No. 3 quoted .....	11½
Country prices—	
No. 1 quoted .....	12½
No. 2 quoted .....	11½
No. 3 quoted .....	10½

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	16
No. 2 quoted .....	14
Country prices—	
No. 1 quoted .....	15
No. 2 quoted .....	13
Lambskins, each .....	1.25
Sheepskins, each .....	1.35

**TALLOW.**—The market continues quiet and unchanged. The following are the latest quotations:—

Extra .....	6½	
Ordinary .....	6¼	
Fair to good .....	6	6¼

**WOOL.**—A fair enquiry is reported from the larger mills, with prices slightly improved. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER.**—The market is firm with a very satisfactory volume of business being transacted. The boot and shoe manufacturers have placed some good orders, anticipating a good season ahead. There is a good demand for all grades of leather, prices are well maintained. Considerable dissatisfaction is expressed with the recent tariff shuffle, the tanners considering they have been very unfairly dealt with by the government. Export trade is quiet. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 .. .. .	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L .. ..	26	27½
Slaughter, oak, No. 2M .. ..	24	25½
Harness .. .. .	32	34
Wax upper, heavy .. .. .	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color .. .. .	18	22
Patnas, black .. .. .	8	32
North African .. .. .	12	18
Chinese .. .. .	12	36
Box chrome calf—		
A. H. French .. .. .	23	
A. Hm .. .. .	22	
A. M .. .. .	21	
B. H. .. .. .	22	
B. Hm .. .. .	20	
B. M. .. .. .	18	
Veal, other European .. ..	17	20
Veal X .. .. .	15	18

Grassers .. .. .	15	17
Grassers X .. .. .	14	16
Reject .. .. .	12	14
Box chrome kips—		
A. H., Swiss hide .. .. .	18	
A. Hm. Canadian .. .. .	16	
A. M. .. .. .	15	
B. H. .. .. .	15	
B. Hm. .. .. .	14	
C. X. .. .. .	13	
Reject .. .. .	13	down
Dull chrome calf—		
A .. .. .	20½	21
B .. .. .	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A .. ..	9	10½
Canadian for upper B .. ..	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. .. .. .	9½	
Slats, A. M. .. .. .	9¼	
Slats, A. L. .. .. .	9	
Slats, B. H. .. .. .	8½	
Slats, B. M. .. .. .	8	
Pickle skins for lining—		
A common pickle .. .. .	8	
B .. .. .	7½	
C .. .. .	7	
Cape A .. .. .	9	
Cape B .. .. .	8¾	
Cape C .. .. .	7½	
Job .. .. .	5¼	5¾
H Facing .. .. .	8¾	
L Facing .. .. .	8½	
Splits, senior, per lb. .. ..	21	22
Splits, junior, per lb. .. ..	18	19
Splits, senior, per foot .. ..	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot .. .. .	6½	
Splits, Lm, per foot .. .. .	6	
Splits, junior, per foot .. ..	4¾	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. .. .. .	10	
Pebble A. L. M. .. .. .	10½	
Pebble A. M. .. .. .	11	11½
Pebble A. Hm. .. .. .	11½	12
Buff A. M. .. .. .	11	
Buff A. Hm. .. .. .	11½	
Buff A. H. .. .. .	12	
Table run pebble .. .. .	9½	
Job pebble .. .. .	8	

# Quebec Markets

**BOOTS AND SHOES.**—Manufacturers report that the past month has been very active, as they received the visits of many jobbers from the West. A large quantity of samples have been ordered this year, and factories are kept working on them at their full capacity. It is a little early to conjecture what the outcome will be, but it looks from the present indications as though the orders for the fall goods will considerably overlap those of last year. Many changes in styles and lasts have been made and it seems that there will be quite a run on colored goods. Jobbers registered a fair sorting trade, particularly for rubbers, the unsettled weather of the beginning of the month having been suited for that trade, though this is not the heavy rubber season. Their travelers report that conditions are bright in the country in all lines. Business has been good for retailers, and they seem satisfied with Easter trade. Collections in the country are, in general, fairly good.

**HIDES.**—The market continues firm and steady. The month has witnessed a good volume of business and prices have been well maintained. The receipts are not heavy, and what are offered are easily disposed at firm prices, although the hides coming are only of the medium quality. Tanners are obliged to buy more freely, as part of them have small stocks to satisfy the demand which heavy on account of the great activity registered in our factories.

The following may be regarded as the ruling prices on the market:—

Sheepskins .....	25	1.00
Sheep clip skins .....	15	40
Lambskins .....	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	13½
No. 2 quoted .....	12½
No. 3 quoted .....	11½

## CALFSKINS.

City and country prices—

No. 1 quoted .....	16
No. 2 quoted .....	14

**WOOL.**—The wool market is still in a satisfactory condition. The enquiries have been considerable and the orders large. As a consequence stocks at dealers are not heavy. The demand for wool at factories, which are in full swing, is said to be good, and a very large trade is expected this year. No doubt the market will continue firm at the following prices:—

Canadian pulled wool .....	23	30
Washed fleece .....	27	29
Unwashed fleece .....	17	19
Greasy cape .....	19	23
Medium .....	24	26

**TALLOW.**—The market remains quiet with prices unchanged since last report. There is a good enquiry. We quote extra tallow at 6½c. per pound.

**SHOE FINDINGS.**—A fairly good trade

has been carried on in shoe findings, which have shown an increased activity during the last few weeks. Prices have not materially changed, but transactions have been steadier and better. A few good sales have taken place. It is hoped that the present firmness will continue. For the moment, we quote:—

Leather, friction and fibre board	3½	6
Union leather .....	7	8
Stiffners, union .....	1	3
Stiffners, leather board, per 100 pounds .....	75	1.15
Insole leather .....	7	8
Leather board, per lb. ....	2	3

**FISH OILS.**—The business during the past month has not been quite up to expectations, but has been of a fair volume. It is reported that supplies are light at dealers, and for this reason prices are well maintained at the following quotations:—

Cod oil, Gaspé, gal. ....	30	35
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland ..	30	32
Liverpool salt .....	70	75

**LEATHERS.**—A fine activity was experienced in all lines and prices have been, in general, well maintained. The sales have by no means been confined to any

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class of leather, but all kinds have been in fair demand. The boot and shoe manufacturers are placing orders more freely in anticipation of a good fall run. Patents have been much called for on account of the popularity of patent leather shoes. Harness leather has held its own and is still bringing a fair return to the tanners. The fancy leathers are meeting with increased sales at firm figures. Tanners for the most part are busy and hopeful. The present outlook indicates that the market will continue to be firm. The following are the latest quotations:—

**LEATHER.**

**Harness leather—**

No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	33	
Splits, junior, per lb. ....	32	
Splits, senior, per foot .....	5	10
Splits, H and Mm, per foot ..	10	

Splits, M, per foot .....	7	
Splits, Lm, per foot .....	6½	
Splits, junior, per foot .....	5	
Splits, flexible, per lb. ....	24	
Splits, trimmed, H M, per lb...	34	
Splits, trimmed, M, per lb...	34	
Pebble, A L .....	15	
Pebble A L M .....	15½	
Pebble, A M .....	16	
Pebble, A H M .....	16½	
Buff, A M .....	16	
Buff, A H .....	17	
Moccasin leather, red, per stamp weight, lb. ....	11	
Oil grain (Quebec) per foot..	18	19
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	
Glove grain .....	16	18
Heavy grain .....	17	19
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	16	23

Patent kid .....	36	46
White alum .....	11	15
Sumac .....	9½	11
Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

**TANNERS' MATERIALS.**—The usual amount of business is being transacted with prices normal. The market is practically unchanged. The latest quotations are:—

Degras .....	2½	6
Sumac .....	\$68.00	
Gambier .....	4½	5½
Hemlock extract .....	3¾	4
Hemlock bark, per cord ..	7.00	7.50
Oak extract .....	3	3½
Mineral tanners' extract ..	5	6½
Scuth, lb. ....	3½	

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# American Markets

## HIDES

**PACKER HIDES.**—The market has weakened since last report, but on the whole may be said to be steady. Native steers brought 15c. for a lot of January take off, Decembers and Februarys are quoted quarter cent lower than this figure. Spread steers are quiet; fall spreadies are quoted 17c. to 17¼c., and winter 16 to 16½c. Butt-branded steers are quoted 13¾c. to 14c. for February-March, the packers are firm because they predict a small supply. Texas steers brought 16c. for March heavies, but packers are not pushing sales of Aprils ahead of salting as they are uncertain as to the volume of receipts of Texas cattle during April. Colorado steers are quoted 13¾c. to 14c. for February-March take off. Heavy native cows, 55 lbs. and up, are held at from 14c. to 14½c. Light native cows, under 55 lbs., are held by the salters at 13¾c. to 13½c., refusing bids of 13c. for February-March salting. Branded cows are quoted at 12½c. to 13c. for northern take off and 13½c. to 14c. for Fort Worth take off. Native bulls are selling for 12c. Branded bulls range from 11c. to 11½c. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spread	16½	17½
Heavy	14¾	15
Light	13¾	14
Texas steers—		
Heavy	15½	16
Light	14½	15
Extreme	13½	14
Butt-branded steers	13¾	14
Colorado steers	13½	14
Native cows—		
Light	13¾	13½
Heavy	13¾	14
Branded cows	12½	13
Branded bulls	11	11½
Native bulls	12	12½

**COUNTRY HIDES.**—The market has assumed a waiting attitude by both buyers and sellers. The tanners claim to have stocks on hand and are not satisfied with the present outlook for leather. The accumulations, however, are small. No. 1 steers, free of brands and grubs, 60 lbs. and up, are quoted at 12½c. to 13c. and dealers are firm. No. 1 cows, free of brands and grubs, 60 lbs. and up, are reported sold at 12c. for early winter hides. Branded steers and cows, 40 lbs. and up, are quoted at 9c. to 9½c. flat for country

and 10c. to 10½c. for country packers and western packers. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., sold at 12c. for early winters, but present receipts are dull at 11½c. to 11¾c. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are quoted at 12c. to 12½c. for fall hides and 11½c. to 11¾c. for current receipts. No. 1 bulls are held at 11c., buyers refusing to pay more than 10½c. for current receipts. No. 1 kips, 15 to 25 lbs., are unchanged at 11½c. No. 1 calfskins, 8 to 15 lbs., sold at 16c. for outside cities; straight cities are held at 17c. Light calf is quoted at \$1.07½ for countries and \$1.12½ for cities. No. 1 horsehides bring from \$3.75 to \$3.80. The following are the latest quotations:—

No. 1 cows	11¾	12
No. 1 buffs	11½	12
No. 1 extremes	11½	12
Heavy steers	13	
Heavy bulls	11	
Calfskins	15½	16½
Kips	11	11½
Deacons	80	1.12½
Slunks (packer)	85	90
Slunks (country)	50	60
Horsehides	3.75	4.00

## LEATHER

**OAK SOLE.**—The market is firm owing to small available stock. Prices are unchanged. The following are the latest quotations:—

Scoured backs—	No. 1.	No. 2.	No. 3.
Light	43	39	36-38
Heavy	43-44	40-41	36-38
Medium	43-44	40-41	36-38

And other grades in proportion.

Scoured bends—			
8 to 10 lbs.	48	46	43-44
10 to 12 lbs.	48	46	43-44
12 to 14 lbs.	48	46	43-44

Texas sides—	No. 1.	
X h'v free of brands	36	
A h'v one brand	34	
B h'v two brands	33	
C h'v more than two brands	32	

Texas bends—		
XX	54	
X	49	
A	47	
B	46	
C	45	

California sides—		
Light—		
No. 1	30	31
No. 2	29	

Medium—		
No. 1	30	31
No. 2	29	
Heavy—		
No. 1	32	33
No. 2	29	
California backs—		
Light—		
No. 1	33	34
No. 2	31	32
Medium—		
No. 1	35	36
No. 2	32	
Heavy—		
No. 1	37	38
No. 2	32	33

**ROUGH LEATHER.**—The market is not very active owing to differences between sellers and buyers. The former refuse to shade prices and latter feel they cannot afford to pay the figures asked. The following are the latest quotations:—

Hemlock.		
Card	36	37
No. 1	34	
Steers, No. 1	29	30
Steers, No. 2	30	
P D'g'd	24	25
Bulls	25	26

### Oak.

	No. 1.	No. 2.	No. 3.
Country, light	34	30	28
Country, med.	34	30	28
Country, hy.	34	30	28
Packer, hy.	35	34	

**SPLITS.**—The market has somewhat improved but sales are slow. Flexibles are selling much better. There is a dearth of demand. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks	26-35	24-30
Crimpers	24-33	23-25
Shoe	26-33	23-29
Junior's better	26	23
Flesh	27-43	31-44
Flex	9-14	

The call for all grades of leather may be said to be good. The boot and shoe manufacturers are consuming greater quantities of patent and colored leathers than ever. Fancy leather is also much in evidence and prices remain firm and unchanged. Offal of all kinds remains firm. Sheepskins are steady and firm.

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Aceton Publishing Co. Ltd.  
Toronto & Canada

Vol. XXIV

MAY, 1910

Number V

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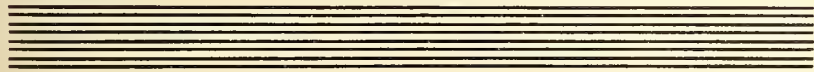
# Chrome Sole

# 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 COMPANY

*Office and Salesroom  
130 West Michigan Street*

*CHICAGO, U.S.A.*

*Tannery  
Dayton and Blackhawk Sts.*

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143 South Street*

*NEW YORK  
32 Spruce Street*

*GLOVERSVILLE, N.Y.  
3 N. Main Street*

*MONTREAL  
Will Open About June 1st*

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*“The Proof of  
the Rubber is  
in the Wearing”*

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It is this particular quality that has made

**GRANBY  
RUBBERS  
FAMOUS**

THEY WEAR LIKE IRON and this is not the only quality that has helped Granbys into the first place amongst Canadian Made Rubbers—they possess the Style, Fit and Finish as well.

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SOLE SELLING AGENTS:

**AMES - HOLDEN LIMITED**

MONTREAL      TORONTO      WINNIPEG      VANCOUVER  
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# THE PROBLEM SOLVED

Years have been spent in study and experiment in an effort to produce an

## **Absolutely Non-Crackable Patent Leather**

We have at last succeeded and are now turning out a perfect patent leather specially suited to the requirements of the Boot and Shoe Trade. Our browns, tans and blacks in heavy and light weights are unsurpassed.

**SAMPLES SENT ON APPLICATION**

**PRICES RIGHT**

### **Davis Leather Company**

Limited

**Newmarket, Ont., Canada**



WHEN YOU SEE THE  
TRADE ◊ MARK  
YOU KNOW IT'S FAST COLOR

WHEN YOU SEE THE  
TRADE ◊ MARK  
YOU KNOW IT'S FAST COLOR

## THE BEAUTY IN A DIAMOND FAST COLOR EYELET

WHILE everything else about a shoe grows dull and unsightly with wear the beauty of Diamond ◊ Fast Color Eyelets does not change; they retain the same bright, new appearance throughout the wear of the shoe; in fact if it were practicable to transfer them from one shoe to another a Diamond Fast Color Eyelet would outwear several pairs of shoes. As they cannot wear brassy their bright, new appearance adds wonderfully to the satisfaction of shoe wearers, millions of whom are learning every month just what the little Diamond ◊ Trade Mark means, and knowing will certainly want Fast Color. They should be in every good shoe. It's for you to say whether you will have them in yours. Just specify Diamond Fast Color when you order.

☞ United Shoe Machinery Co. of Canada ☞

Office and Factory: Lagachetiere and St. Monique Streets, Montreal



**? To buy, or not to buy,  
that is the question. ?**

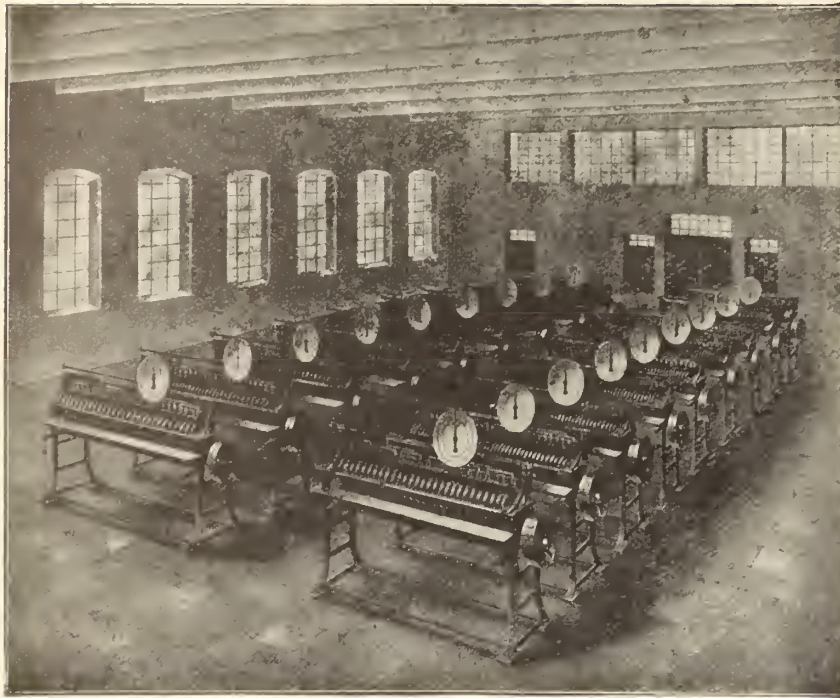
But it is not such a serious question when you have such an excellent range of

**BOOTS,  
SHOES and  
RUBBERS**

to select from as that which we present. All the brightest and best from the most up-to-date makers.  
OUR TRAVELLERS WILL SHOW YOU

**JAMES ROBINSON**

**182-186 McGill Street  
MONTREAL, QUE.**



All the Bag and Trunk Makers want fancy leather embossed on the

## **MOENUS** **Altera Machine**

**They reject weak imitations.**

Write for the prices on the  
**MOENUS**  
**Machine Works**  
Frankfurt on Main  
**GERMANY**

# “Don't let them switch you”

¶ You never find any of our travellers giving such advice to any of our customers, for they know they can't be “switched.” When a dealer finds that certain lines give satisfaction and bring customers back regularly to his place of business—the “just as good” bogey don't fizz on him, he stays right with the manufacturer who supplies the goods his patrons want. That is why our facilities are taxed to supply our ever-increasing trade. :: :: :: ::

**WILLIAMS SHOE COMPANY**  
*BRAMPTON, ONTARIO*



It is because we have never allowed the quality to deteriorate that

# CANADIAN RUBBERS

are so popular with particular people all over Canada. When you purchase "Canadian" Rubbers, you may rest assured that you are getting full value for your investment.

—THE—  
Canadian Rubber Co. of Montreal  
LIMITED

D. LORNE McGIBBON, Vice-President and Managing Director.

# No Better Business Boosters

can be placed upon your shelves than a full range of our unsurpassed lines of Staple Footwear. :: :: :: ::

## SURPASS



## SHOES

The lines that bear the above Trade Mark can be relied upon to give the best of satisfaction. We stake our reputation on them.

THE LOUIS **GAUTHIER** COMPANY LIMITED  
QUEBEC, P. Q.

# 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and colors of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting topcans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
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- "BUCK" Powder makes dirty white buck and Suede shoes **Clean** and **White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**

# SIXTY STYLES OF SHOES IN STOCK

¶ And the low ones for women are now in great demand. We are prepared to make immediate shipments on any of the shoes here shown and also on many others. All are shoes of quality—good sellers—business bringers.

## Gunmetal--Kid--Patents--Tans.

 <p>No. J0611A—Women's patent leather Gibson tie, new Plaza short forepart last, tip, ribbon lace, 1 5-8 inch heel, welt, \$2.25. C 3 to 7, D 2 1-2 to 7.</p>	 <p>No. J0643D—Women's Russia calf, short vamp Gibson tie, Amherst last, ribbon lace, tip, 1 5-8 inch heel, welt, \$2.50. A 3 to 7, B 2 1-2 to 7, C 2 1-2 to 7, D 2 1-2 to 8.</p>	 <p>No. J617A—Women's patent colt, "widow" strap pump, new Plaza short forepart last, plain toe, 1 3-4 inch heel, welt, \$2.50. B 3 to 7 C 2 1-2 to 7 D 2 1-2 to 7.</p>	 <p>No. J0628A—Women's gunmetal calf, short vamp, Gibson tie, Amherst last, ribbon lace, tip, 1 5-8 inch heel, welt, \$2.25. B 3 to 7, C 2 1-2 to 7, D 2 1-2 to 7, E 2 1-2 to 7.</p>
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## Welts--Turns--McKays.

TERMS:  
3 off 30 days,  
Net 60 days.



No. J509B—Women's patent colt, short vamp Gibson tie, Onyx last, ribbon lace, plain toe, 1 7-8 inch heel, turn, \$2.50.  
C 3 to 7, D 2 1-2 to 7.

Send for new  
Stock Catalogue.

# UTZ & DUNN, Rochester N.Y.

High-grade Footwear for women, misses and children.



# Solid Leather Boots and Shoes

*The*  
**Yamaska  
Brand**

There is no more serviceable line of Staples manufactured in Canada than the Yamaska Brand. Quality, style and fit are combined in such a manner as to give the greatest comfort to the wearer. Our travellers now on the road.

**J. A. & M. Cote Co., Limited**  
ST. HYACINTHE, QUEBEC.

## Bicycle Step Ladder

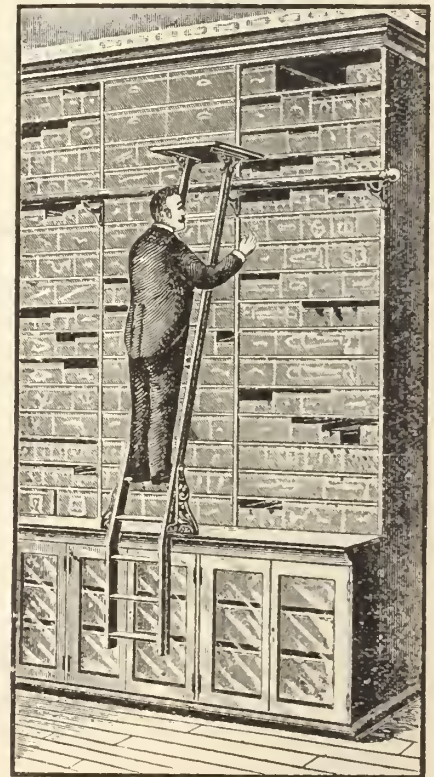
*Made of Oak*

*Natural Finished Wood*

*Japanned or Nickel-plated Mountings*

## CASH and PACKAGE CARRIERS

WRITE FOR CATALOGUE



Manufactured by

**The Hamilton Brass Manufacturing Co., Limited**

Montreal Office, 327 Craig St. W.

HAMILTON, ONTARIO

## Stylish Comfortable Footwear

¶ Many years of careful observation have enabled us to know just what the Canadian people want in the way of boots and shoes, and our excellent factory facilities enable us to make just the kind of goods required.

The McCready Shoes are the best expression of High-Grade Footwear.

## MCCREADY SHOES

**What  
Commends  
The  
McCready  
Shoes  
To the  
Buying  
Public  
Is their  
Great  
Wearing  
Qualities  
Combined  
With  
Style.**

**The James McCready Co.**

Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH

Vice-President and General Manager

---

# Hello! Hello! Hell—Hold It!

---

## Canadian Boot and Shoe Manufacturers and Dealers

With progressive ideas should look well into our *Cork Sole Shoe* and *Rubber Welting* (constituting the *Walpole "Dry Foot Process"*). Don't overlook our *Backing Cloths*, our *Improved Felt Box Toes* for turned shoes. Our *Felt* and *Rubber Box Toes* for McKays and Welts are waterproof and cannot be broken down—remember them. In all of these as in all of our other special products "*Walpole Quality*" predominates.

☞ The adoption of these specialties means a largely increased demand and a highly satisfied trade and the extra cost is inconsiderate.

☞ Do not finish up this season's samples nor arrange for any great output of shoes until you have seen a demonstration of our work. Hold your orders till you can satisfy yourself—and incidentally your trade.

☞ A list of highly-pleased American Manufacturers now using our specialties will be mailed upon request.

☞ There is now no reason why Boots and Shoes of Canadian Manufacture should not hold equal rank with the American product—provided always that the same materials and workmanship are employed.

### Let Us Help You To It!

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REMEMBER WE MAKE  
**CATSPAW**  
**RUBBER HEELS**

They are quality with a capital Q




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**Walpole Rubber Company**  
MONTREAL Limited

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¶ After all has been said, the final test of a Shoe is its Wearing Qualities :: ::



THE *Lester's* SHOE

being made of solid leather is not only a wearer, but also a trade winner and business builder

**L. HIGGINS & CO.** Moncton  
Yarmouth  
Halifax

## WOOD-MILNE RUBBER HEELS

Are the Best—hence the largest sale in the world



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.

Stocks held by C. Parsons & Son, Limited, Toronto

# PACKARD'S

## PROFIT PULLERS FOR THE RETAILER



**Infants' Soft Sole Shoes**

100 lines to choose from

Neat and Dainty

**Imperial Over-gaiters and Leggings**

Orders placed early will be filled early

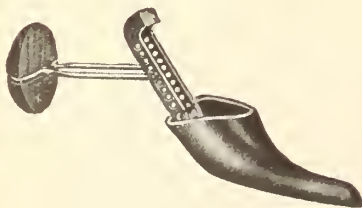
Don't wait Order now



Gives you 100% Profit



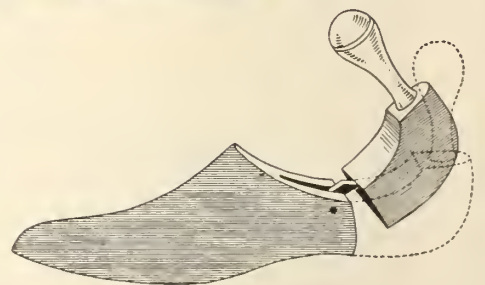
Two Sizes  
Retail at 10c and 25c a Box



Feather Lyte Tree

### Shoe Trees

The Feather Lyte and Boston Ventilated are the Best Sellers and give Best Satisfaction.



Boston Ventilated Tree

### Foot-Eazer Arch Support

Self Adjusting and Comfortable



Patented self adjusting feature  
Erection of Foot Eazer top plate is on under's spring

Have you a Findings Catalogue? If not, drop a postal to

### Loofah Insoles

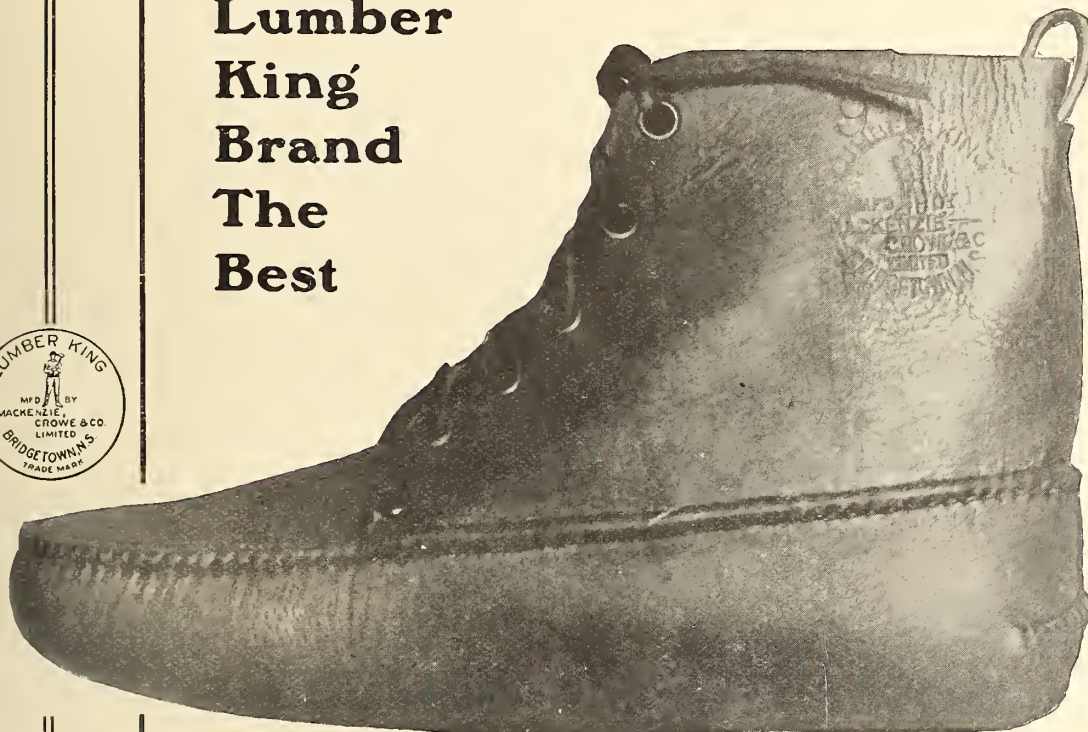
The popular summer insole—preferable to all others for summer wear.



**L. H. PACKARD & CO. LTD., MONTREAL**



**Lumber  
King  
Brand  
The  
Best**



**Larrigans, Shoe Packs  
and Sporting Shoes**

We tan our own stock for the "Lumber King" Oil Tans and use the best material available to make them thoroughly waterproof. They give perfect satisfaction and are the most profitable line for the retailer to handle.

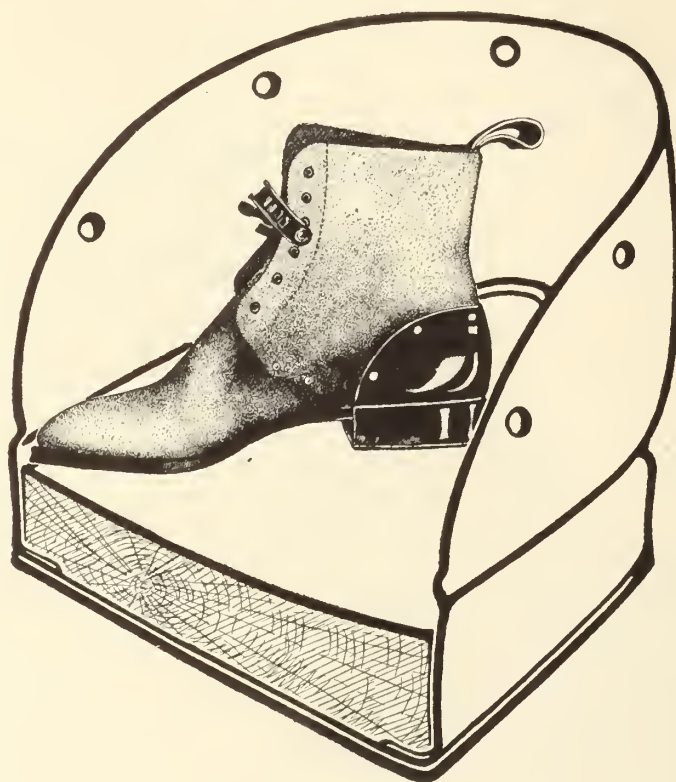
MADE BY

**McKenzie, Crowe & Co. Limited**

**BRIDGETOWN, N. S.**



# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sub>n</sub> <sup>d</sup> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

### United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

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¶ We carry in  
Stock Every-  
thing needed by  
the Shoe Trade

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TILLEY'S SPECIAL  
PASTES and SHOE  
POLISHES ARE  
TRADE BRINGERS

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Chas. Tilley & Son  
MANUFACTURERS AND JOBBERS  
160 BAY STREET - - TORONTO

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# PHILIP JACOBI

SOLE MANUFACTURER OF

**TAILOR - MADE OVERGAITERS AND LEGGINGS**



Our Non-Rip Bare-Foot Sandal

is a

**JACOBI SPECIAL**

Built with Counter and Heel Lift.

Place your order now for

**Infants'  
Child's  
Misses'  
Women's  
Men's**

and insure prompt  
delivery.

A full  
range of  
**Window  
Fixtures**



All Colors and Shades of Silk  
Laces

Ox Blood	Tan	White
Black	Scotch	Plaids
Blue	Pink	Grey



**SHOE  
POLISHES**

Nova, Eagle,  
Blanco,  
Nugget,  
always on  
hand.

**Mercerized Laces in Tan, White,  
Black, Ox Blood**

**Rifle and Oxfords in Black and Tan.**



**PHILIP JACOBI** 5 WELLINGTON ST. EAST  
**T O R O N T O**

**HEADQUARTERS FOR SHOE STORE SUPPLIES**

# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 5.

TORONTO, MAY, 1910.

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## JOTTINGS IN ITALY.

By the Editor of The Shoe and Leather Journal

From the blustering March winds and April snow flurries of Canada to the serene skies and balmy breezes of "Sunny Italy" means a journey by sea of from twelve to fourteen days, but with the facilities and conveniences of modern ocean travel the transition is made with very little personal inconvenience and expense, physical or otherwise. When the voyage is made direct to Naples or Genoa the first land seen or touched is usually the south of Portugal and then that mighty stronghold Gibraltar looms up a stern sentinel that reminds the passer-by of Britain's supremacy of the seas. The effect was evidenced almost unconsciously in a most striking way by the commander of our ship, which was a French liner, who in conversation with some compatriots forward on the promenade deck executed a pantomime with his nose and fingers expressive of his contempt for this watch dog of the sea.

One can hardly imagine the difference in conditions social, commercial, religious and mental between Naples and Toronto. The city, which contains a population of half a million, is situated on the slopes of volcanic mountains with Vesuvius in the background to the right. It is many centuries old, having a history that goes back to a period long before the Christian era.

The streets in the older parts of the city are narrow and precipitous, in many cases being a continuation or succession of steps. The buildings project so that the inhabitants in some cases can shake hands across them. Very few of the houses in the poorer parts are furnished with windows and even in the better class where these exist they open upon courtyards, which are usually, as for centuries past, made some-

what attractive with fountains and flower beds. The poorer people however are forced to actually live on the streets and one may see families dining, workmen at their occupations and even families making their toilet on the open thoroughfare. It is quite a common sight in Naples therefore to see women preparing the household meals over a charcoal fire or a group of people enjoying their macaroni or wine in the midst of a babel of noises of street vendors or romping children.

There is a good deal of poverty in Italy, especially in the south, but the visitor is struck with the fact that, notwithstanding the mildness of the climate, very few even of the children are allowed to go unshod. They may only have little wooden-soled slippers but they are usually provided with those and even stockings. Shoes of all kinds can be bought very cheaply in Naples but of course the materials and workmanship leave much to be desired.

There are few establishments that might be called factories in the country turning out footwear and these are confined to Naples in the south and Genoa in the north. Even these would be regarded as comparatively small affairs in Canada and the United States. Most of the shoes are made in small shops and brought into these establishments as once was the fashion in England and even in Canada. One will pass dozens of these little stalls where the uppers are made as well as the soles attached and one is often astonished at the results he sees in the way of really fine footwear that come from them.

Most of the finer lines are imported from Austria and France and there is now quite a growing demand for American made shoes. It is quite a common thing in Naples, Rome, Florence, Genoa and other large Italian centres to see in the shop windows signs of well-known American specialties. Recently English goods have begun to come in quite largely and from

the fact that in price they can beat the American product several points the trade seems bound to grow. At one time the imports of French goods was quite



A Street in Naples

large but the republic seems to have lost ground in Italy's shoe trade.

There seems to be no reason why Italy should not only look after her own wants in shoes but develop an outside trade. She has a population of quick-minded, active, intelligent people who have shown their brightness in other than industrial lines. Here perhaps lies the principal difficulty. Agriculture and art seem to have occupied the chief thought of the people. The industrial spirit in the sense that it obtains in Germany, England, America and even other parts of Europe does not seem to appeal to this happy-go-lucky people who are not only taxed to death by the government directly but are compelled to pay indirectly in the shape of duty and freight on goods they should easily be able to manufacture themselves.

The shoe stores of Italy are usually very small affairs, the amount of stock carried being not more than one-fourth of that thought necessary to equip a city establishment in America of modest pretensions. In the less pretentious quarters of the cities visited half a dozen customers would tax the accommodation to its limit and the very best stores in Rome or Florence would hardly serve more than a dozen people at once. The fittings, however, are usually up to the

mark and the politeness of the proprietors and clerks up to the usual standard of European ideals, which is somewhat higher on the whole than in America. The windows are all of plate glass and the shoes are tastefully displayed and neatly ticketed with the prices and inducements such as comments upon their attractiveness and cheapness.

One odd feature is the fact that many of the windows open upon the street, and are provided with lock and key so that the salesman can produce any pair of shoes that may take the fancy of the customer. While fixed prices are advertised no one seems to take much stock in them as one may observe from the constant bartering that is going on between the buyer and seller. This applies perhaps more to other lines than shoes although it is accepted as the thing in Italy to offer less than the advertised or asked price of an article. In Rome and Florence were stores that would compare favorably with any on the western side of the Atlantic. The prices of shoes were slightly higher in some cases on American goods on account of the freight and duty, but in most cases not as high as these same shoes sell for in Canada. In the medium lines plenty of men's laced shoes could be had for 15 francs or \$3.00 in Goodyear with Oxfords at 10 to 12 francs or \$2.00 to \$2.50. Women's shoes ran about 25 per cent. less in price than ours but of course being somewhat different in material and style comparison is somewhat difficult.

There ought to be a good sale of Canadian shoes in the cheap and medium grades in Italy as these could be made lighter in material to suit the less trying climate. Men's light lines in calf, buff, dongola or in both black and tan ought to take well while women's lines in both Goodyear and McKay in medium and cheap ought to find a ready market. A



Ruins of Ancient Roman Forum

good deal of American rubbers are being sold throughout Italy.

The people are dressy and inclined to spend money upon apparel perhaps more than on some things they need more.

There are quite a few tanneries of fair size making sole leather and staple lines of upper leather but most of the finer grades come from abroad.





Of all the contemptible creatures that inflict themselves upon society, the long-nosed sniffer of moral obliquity is the most unbearable. There are some people who can scent scandal where no one else can discern the ghost of suspicion. Beware of the man who is ever suspicious of other people, and who is constantly imputing motives to people. Far rather be deceived than live in an atmosphere of distrust and suspicion of everybody. The suspicious man does himself more injury than those whose character or motives he judges or impugns. The indulgence in the disposition contracts and narrows a man into a moral lath. Don't be suspicious. Rather be beaten or sold than go about with a sneer, and be classed with those who have not a good word for anybody. As a rule the cynic is no better, if he be not worse, than those against whom his cynicism is directed.

He is a wise man who can say with Paul "I have learned in whatsoever state I am therewith to be content." Now Paul did not sit down and expect to be spoon fed. There are some people who seem to take a great deal of comfort out of the promise "The Lord will provide," and they implicitly follow the injunction "take no thought for the morrow." These are the people who leave widows and orphans for which their relatives, friends and the community at large have to provide. There is a wide difference between contentment and shiftlessness. Paul was content to be wherever he found swing for his indomitable aim and his tireless energy. If you put him down in Asia or in Europe, in Jerusalem or Rome, it was all the same so long as he could fulfil what he considered to be his great mission. To be content is to give oneself fully to the filling of whatever sphere he is placed in. There is no happiness comparable to that which comes from the realization that we are occupying to the fullest our niche. There is a great deal of senseless striving after that which is only a disappointment and anxiety when it is attained. Says the Wise Man, "Give me neither poverty nor riches; feed me with the food that is needful for me; lest I be full, and deny Thee, and say, 'Who is the Lord?' or lest I be poor and steal and use profanely the name of my God." Being is better than getting. Learn to be content. Fill your sphere and you will have discovered the secret.

There are men who would rather work a day than think a minute; and they live up to their convictions. It is mostly because of this the poor are "always with us." You have only to see the way some people go about their work to understand why they never make any headway. The man who uses his head will come out ahead, whether his business be handling a shovel or managing a bank. Brains win every time, and Providence exercises no partiality in their bestowment. The trouble is not that people are without brains, but that they do not use what they have. Some people imagine that they have to go to school or attend a university to get brains, but they forget that if a man has no brains education will only make the greater fool of him. It takes brains to shovel a ton of coal into a cellar in a quick, clean, satisfactory way, quite as much as it does to engineer a railroad. A winter or two ago, we employed a young man to attend to our furnace and to clean off snow, and who took what

he could get in this way to keep the wolf from the door. He had not been at the job two days till everybody was impressed with the fact that he was putting brains into his work. Everything about the furnace was kept in "apple-pie" order, and the little things he did, that were not properly within the requirements of his position, marked him as quite superior to the employment he was at. It is needless to say that before the winter was over he was filling a responsible position in a large city establishment, where he has shown such ability that his career has been marked by constant advancement. On his retirement from the furnace business another took his place who was irregular in his work, slovenly, and though comparatively industrious had to be constantly reminded of things that a little thoughtfulness would have brought to his own attention. At last his forgetfulness and half-heartedness made him a nuisance and he had to go. He is still on the level of the furnace feeder and ashman simply because he would not think. It is troublesome and often tiresome to think, but the reward is sure and satisfying. The thinker will accomplish more in a month than the plodder will in a year, if he add to his thinking industry. The wise man says "Much study is a weariness of the flesh" and it is, through fear of this weariness that so many of us just amble along and trust to luck to bring things out on the right side. Let us weary the flesh a little this year. Do more studying and less floundering.

How do your feet point? In this city some time ago a very effective advertisement was exploited by a local concern. The citizens awoke one morning to find upon the sidewalk the stencilled outlines of a pair of feet of unusual proportions that gave the impression that the city had been visited during the night by a legion of giants. The steps all led towards the centre of the city and converged at a certain store. Unconsciously one was led to follow or at least speculate upon the direction of the foot prints, and so the words of Solomon, "Remove thy foot from evil," suggest the question at the commencement of this paragraph. When you find a man's foot turned in the direction of evil it needs not the foresight of a seer to say that he will wind up on the street or in the penitentiary. There is no such thing as chance. Everything depends upon the direction in which a man's boots point as to the goal he attains. If he sits down and twists his legs about the rungs of an arm chair day after day his goal will be a corner in the almshouse. If his toes point in the direction of the saloon and gambling hell his fortune will be that of the seedy individual looking for odd jobs, the blear-eyed, red-nosed soak or the close-cropped toiler who labors under the disability of a ball and chain. Young man, have your feet just begun to point in the direction of that vestibule of hell where sits the scarlet woman? Are you herding with the giddy fools who follow the siren of the devil's band-wagon? You have spent in the last two or three months much more than you have earned, and your feet are already in the mire of debt. You have had thoughts lately that have fairly staggered your conscience. Do you expect to stand this siege of the "principalities and powers of darkness"? Fool! "Remove thy foot." If you have to leave your boots in the mud, pull out! If you have to cut off the right foot and the left, too, and crawl out, delay not to make the sacrifice. There is less hope for you in your present position than there was for Cronje and his command, when surrounded by the flower of the British army. "Remove thy foot."

*Solomon*



## Clinch Point Shoe Rivets

¶ We give particular care to the manufacture of all kinds of Shoe Rivets, and carry large stocks of all sizes on hand.

We make All Kinds of Tacks and Nails for the Boot and Shoe Trade.

**The Montreal Rolling Mills Co.**  
MONTREAL

## Ebony Shoe Polish

MADE IN

SUSSEX - NEW BRUNSWICK

A quick shine  
A lasting shine  
A brilliant shine

No acids or injurious ingredients.

**A LEATHER PRESERVER**

Retailers write for our proposition  
Sold in

**THE UNITED STATES AND CANADA**

Exhibited at the Shoe and Leather  
Fair in Chicago in August, 1908.

WRITE FOR TERMS

**EBONY POLISH COMPANY**  
SUSSEX - NEW BRUNSWICK

# Honest Leather in Your Staples

When ordering your fall goods you might as well know what you are getting. There is nothing better than

## Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

## Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

## Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

# A. Davis & Son

Limited

Kingston, Ont.

# Shoe Store Summary

The long continuance of cool and changeable weather in many parts of the country has no doubt been favorable for the sale of rubbers and medium lines of footwear suitable to the weather conditions experienced. Tans are also reported as selling well. There is no doubt but that considerable improvement may be looked for when warm weather sets in for keeps. More of the shoe stores all the time are beginning to appreciate the possibilities of hosiery as a side-line, and it seems likely, with current styles in short skirts, that more attention will be paid to it than ever. Black stockings will be worn with shoes of patent leather and other combinations of black. On the other hand, with colored shoes a variety of colors must of necessity be worn. Silk stockings have embroidered clocks in self-color instead of the spots and multicolored embroideries that have been so much worn. For wear with low shoes open-worked stockings of silk or thread are having a revival, and for evening wear, stockings of very fine lace open-work are being worn by smartly dressed women. Chantilly motifs or patterns are used on both black and colored stockings, and medallions of Alençon, Valenciennes or point d'Angleterre are let into white stockings. The use of cloth for shoe uppers is becoming quite extended, though it hardly seems likely to affect the use of leather to any very extensive degree. One manufacturer of cravenette cloths for shoe uppers states that a good call for these has been experienced. He points out the fact that all of the local lines of fall and winter samples had a number of styles of shoes, especially for women, with cloth tops, and the manufacturers evidently feel from the reports of the salesmen that the call for these styles will be a good one. Dealers in shoes in the larger cities report a good call for this class of stock this season and in fact have been selling it for nearly a

## Trade Comments

year now, and it would appear that the smaller town and country trade is beginning to catch on.

Many of the extreme styles to be seen at present would almost lead one to question the sanity of some of the inventors and certainly that of the wearers. Among the lasts which are already being exhibited for spring, 1911, are some which are like "nothing between heaven and earth," and promise one thing at least with some degree of certainty, and that is plenty of foot and other kinds of troubles. A manufacturer recently remarked: "We have certain lasts that are stylish and fit well. These we mean to retain, conforming the patterns to meet with approved fashions. But we are going to discourage the adoption of freakish lasts. In men's shoes, where a lot of silly young men and boys, in college and high schools are willing and anxious to squeeze their feet into freak shoes, this class of lasts may be all right, but it is time that women stopped inviting foot troubles by wearing outlandish shoes." Mr. Oran McCormick, an American trade journal editor, sizes up the prevailing tendency in the following words: "The fools of fashion are getting crazier every season and they have gotten most of the manufacturers and shoe dealers, who cater to their fancies, half daffy trying to keep up with the procession. It is certainly an interesting sight to see a pack of rich idiots parading the world, each one lugging a wad of money that would fill a tip-cart and a horde of style creators chasing them trying to trade them out of it. Something new, something new, any old thing so it's new—and when there is nothing new to put on—they take the old off! The freshmen of Harvard University wear low cut shoes and silk socks in the snow. The chic metropolitan miss decks herself out in pumps and silk stockings and exposes her bare neck and bosom—ten inches below the chin—to the

## Where Will It End?

Charles A.  
**AHRENS**  
AND Company  
BERLIN, ONT.

Manufacturers of  
**Solid Leather  
Shoes**

All lines, all sizes from  
children's to men's.

Also **SLIPPERS.**

*Doctors*  
 ANTI-SEPTIC  
 SHOE  
 PAT 1908 1909  
 NON  
 PERSPIRO



"DOCTORS" is a Specially Constructed, Waterproofed, Goodyear Welted Shoe made in New Style Tan Winter Calf, Chrome Box Calf and Chrome Black Storm Calf. The linings, innersoles and asbestos thermal soles are treated antiseptically. Soles and uppers are waterproofed. In all it is an insulated shoe against cold and moisture.

LOOK FOR  
 THIS STAMP

*Waterproofed*

PATENT NO. 7111543

ON EVERY  
 PULL-STRAP

"NON-PERSPIRO" is a Light Cool Shoe Specially Constructed for Tender Feet. Flexible innersoles and soles Goodyear welted. Innersoles and linings are treated antiseptically, which preserves them from decay through perspiration. Has also a medicated thermal sole of asbestos. This shoe is made in Vici Kid, Tan Calf, Velour Calf, Patent Calf, Etc.

These are two Special Shoes which should be handled by Every Live Shoe Merchant. They are

**SOLD BY ALL WHOLESALE HOUSES.**  
 Fully covered by Patents in 1908-1909. Trade Mark Registered.

**Ask Your Jobber**

Be Sure You See Our Line of HOCKEYS Before Placing

**The Tebbutt Shoe & Leather Comp'y**  
 THREE RIVERS, QUE.

weather, while at the same time she wears a big seal or pony skin coat, snugly drawn about her shivering posterior, to keep out the cold. Nature deserves no compliment for producing our funny fashion freaks with their self inflated think tanks. Nor is there any credit due the shoe manufacturers for building footwear with high empty bumps on the toes to match the top ends of the unfortunate wearers. It is a sad thought to imagine a possibility of the grave not putting an end to some things we have on earth."

The spirit of "get together" which is beginning to take hold of the retail trade is one of the most important trade movements which have ever been initiated. The most marked improvement from every point of view has always followed the organization of retail merchants' associations. Among the most direct benefits derived have been the reduction of prices to something like a standard and the placing of the retail business in general on a scientific basis. It is encouraging to note that Canada has been in the front in movements of this kind with proportionate benefit to every department of trade. Every fair-minded consumer will sympathize with the retailer in his effort to introduce order out of chaos into merchandizing. The public sometimes regard such movements rather dubiously, which may account in a measure for the opposition which the Retail Merchants' Association is just now encountering at Ottawa in their efforts towards incorporation; but there is no doubt but that success will finally result.

Mail-order competition continues to be a live topic among the trade. Even in the larger centres this is felt, no less than in the country districts and the smaller towns and villages. The complaint against these concerns seems to be not so much that they undersell, but that they drain a community financially without contributing anything in return. If the people could be educated to look at this in the right light there would be no occasion for a "kick," but it seems that people are tempted by the seductive catalogues which are circulated so widely; they then, without further inquiry, make purchases, which could in most cases have been made more profitably and satisfactorily in their home town or city. The merchant, in many instances, has only himself to blame for this. He is afraid to spend a cent for catalogues or newspaper space for fear the printer will make a living. In other words, he expects people to come to his store without taking the simplest and most direct means at his command to make them acquainted with what he has. The obvious remedy for mail-order competition is up-to-date methods combined with the use of printer's ink. The following from the Daily Expositor, Brantford, Ont., is a sample of a weekly talk along this line to both

the dealer and his customers: "Do your part to build up Brantford. Every person in Brantford can do something towards helping this city becoming larger. If you own a store, employ Brantford help. No need to go far afield—the men, women and young folks here are just as bright and capable as those in larger cities. Give them a chance to show their ability. Whatever you need for yourself, your house and your family, buy it in Brantford. Every dollar you spend in this city goes towards paying somebody's salary—a good part of it does. The more dollars spent here the more salaries there will be paid every week—and higher salaries—yours included. Invite your neighboring friends to Brantford occasionally to do their shopping—the little they spend in railroad fare will be more than saved because Brantford goods are comparatively lower and the quality better. Let everybody do something to make Brantford grow. The Expositor—'First in Everything.'"

The following will be found useful for window cards: Well poised and graceful people do not wear ill-fitting shoes. They are careful to go to a store where attention will be given them as well as good footwear.

Our spring line is complete in all the little details and we do not allow you to leave the store until you are satisfied in all points. — Twenty; if you find them marked three dollars anywhere else don't be surprised—they are worth all of that. Shoes for the whole family. — We sell nearly every kind of shoe except horseshoes. — The five-dollar sort; two dollars by any other name would be worth as much, even when saved on a pair of shoes. Three dollars. — Going to the ball? Double your enjoyment by wearing a pair of our new dancing slippers. — Rest your feet in your shoes. — Be young again! The springy tread of youth goes with every pair of these nobby shoes. — The tan is again the thing. — The newest thing for the young fellows. — The acme of excellence, superlative of style. — Say, you would look nobby in those shoes. \$5. — You will appreciate the little niceties of making as well as the big differences in materials and character. Because we carry Goodyear Welts only. That's why. — What's your shoe trouble? Perplex no more. Let's take it off your mind and put comfort on your feet. Have you seen the new styles which we have inside? We have shown you a few—but we want to show you more. — Fashionable footwear, easy on the feet and light on the purse. — "Silent as the foot of Time." Our Goodyear Welt Shoes never squeak—the materials are good—they won't allow of squeaking. As for fit, style and service—it is all there. — Winsome wee things, these baby shoes; dainty, durable and desirable. Mothers attention! — Your ear cannot be reached by us! Then let your eyes be witness that our boys' shoes are the best things out. You can see by the looks just how rugged they are.

“The dealer who shows  
Puritan Colt Shoes  
next season is bound to  
have a big lead in the  
trade.”—*Shoe Journal*.

Don't you think you should be the leader.  
We've got the goods to help you.  
We control *Puritan Colt* for Canada.  
It is the only guaranteed Colt.  
Our travellers are now on the way.

**Sovereign Shoe Co.**

102-4 Atlantic Ave., Toronto, Ont.



TRADE MARK

WE MAKE

**The Winner**

We are Specialists in

**CHILDREN'S  
SOLID LEATHER  
FOOTWEAR**

Our Lines are Leaders.

**WINN & CO.**  
MILTON, CANADA

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

**A. R. CLARKE & CO.**  
LIMITED

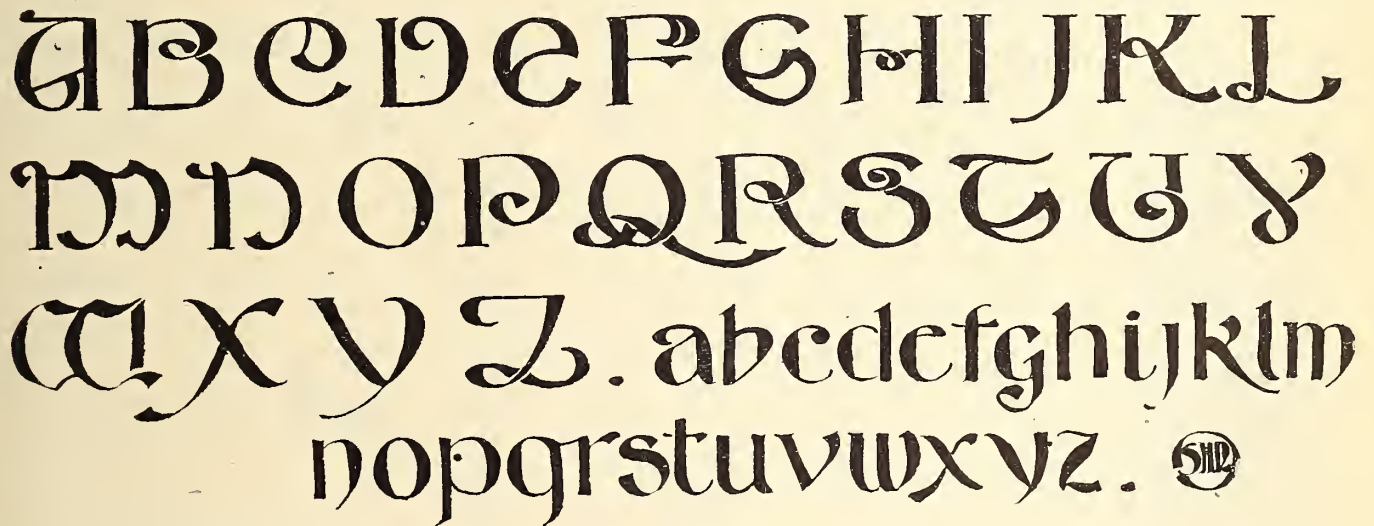
**Toronto - Canada**

Montreal Branch: 52 Victoria  
Square, Montreal, P. Q.

# Shoe Salesmanship

The salesman who has made a personal study of show card work will be in a better position to judge of a good card. Show cards are generally more effective with edge lines or borders, and sometimes are better without them. A card with lettering of uniform size and considerable space outside of the lettering will present a neat and tidy appearance without margin lines. When the lettering varies in size and position as given in the accompanying illustration, a border line run about an inch from the edge of the card will make it appear more compact and generally add to its appearance. Run narrow or broad border lines with an ordinary lettering brush and always have your paint so that it will throw a stroke same thickness throughout the length and

tered too much; could not concentrate his talk. He knew enough, but could not tell it in an interesting way. He did not have reserve arguments to overcome objections. He spent most of his time trying to overcome a bad first impression. He was too long winded; people got tired before he got to the point. He lacked cordiality; he antagonized and repelled people by his cold manner. He did not like the business; his heart was not in it; and he intended working at it only until he could get a better job. He had not the power of adaptability or of tact; he always used the same line of argument, no matter what the man's degree of intelligence, or education, or position might be. He was too anxious. A little success paralyzed him. He did not care how he looked. He did not guard his weak point. He was too proud to



Alphabet for Sign or Show Card Writer

width of card. Very pretty and effective show card embellishments can be made by the use of pictures taken from your trade journals, daily papers and other publications. When these are cut out true in outline and pasted on a card with suitable wording, they make very neat and novel show cards. Always aim for harmony and neat contrast in color when using ornamentation of any kind.

He lacked tact. Worry killed him. He was too sensitive. He could not say "No." His tongue outlasted his brain. He could not read human nature. He did not take a rebuff good naturedly. He did not carry confidence or conviction. He did not bring the whole man to his task. He went in the spirit of "I will try" instead of "I will." He scat-

take advice. He did not fall in love with his work. He got into a rut and could not get out. He did not learn to do things to a finish. He loved ease; he did not like to struggle. He was the victim of the last man's advice. He was loaded down with useless baggage. He lacked the faculty of getting along with others. He could not transmute his knowledge into power. He ran down his competitor and disgusted people. He unloaded cheap lines and offstyle goods on one customer and then bragged about it to the next. He did not thoroughly believe in the thing he was trying to sell, and, of course, could not convince others. He over-canvassed, saying so many good things about the article he was selling that people did not believe they were true. He could not see the interest of the man at the other end of the bargain, but tried to use him only for his own selfish ends.

## The Unsuccessful Salesman

# Ladies' Footwear

How do you judge a Shoe Dept.?  
You judge it by the range of its stocks, by its evidence of quality, by its variety, by the facilities it provides for serving its customers.

Judge us by all those standards. You will find no shoes here that will not bear close inspection. You will find here representations of well nigh every worthy shoe approved of fashion.

1



And as for variety of leathers here it knows no limit save the vogue.

A pleasant, comfortable department makes choosing your Spring FOOT-WEAR a pleasure.

We mention all these things because we want you to pay a visit to our LADIES' SECTION. Styles and prices will appeal to you.

OTHER SECTIONS

COLES

There's no use talking—  
They're all here



# FIELD

The Shoe and

5



For elegance of style and Superior workmanship



has proven itself leader

THE HARTT BOOT & SHOE CO.

Local Agents for The Hartt Shoe \$4 and \$5  
**Blachford's**  
114 Yonge Street.

## WHICH ONE DO YOU LIKE?

You can have the pair you most fancy for \$3

The MODEL — that's name and they are O. You'll say so yourself you've worn a pair.

Further—it's the longest value for your money on the shoe market to-day. That's what we are told.

And \$5 isn't much to give for a really good low shoe. Very likely you've often paid as much as 14 for a pair that you won't like a bit better than the MODEL.

If you are open for conviction have a try-on. The styles are here for your selection, and it won't be our fault if you don't find out all about the MODEL shoe.

**Coles Shoe Co.**  
"Good Shoes"  
122 COLBORNE STREET  
Both Telephones 474

## Work that is hard on Shoes

Demand Shoes that will resist wear. You have heard us say that we have Shoes for every known use or purpose. So we have had that includes footwear for men whose work requires that long-lasting SHOES.

Our message to these men is that we can suit them to a T. We carry lines that have been tested for years, and that we know are right.

### THE "DAYFOOT" SHOE

THE SHOE WITH A RECORD.

For sixty years the Dayfoot Brand has stood for solid leather clear through.

- Saskatoon Grain bal. \$2.50
- Saskatoon Grain Bl. \$2.75
- Kangaroo Bal. \$3.00
- Vest Kip, \$3.50
- with French Kip Goodyear Welt, \$4.00

Soles not too heavy, and soft, pliable, wet-proof uppers. Glad to have men bring us their shoe troubles. Maybe we can shoe them more satisfactorily than they have ever been shod before.

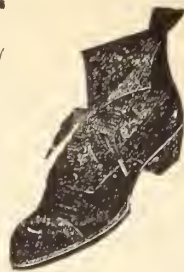
**DRAPER, The Shoeman**

## NEW SPRING SHOE MODELS

2

Be in style—Wear *Astoria Shoes*, \$4.00 and \$5.00—Unqualified at the price. Eight new models—Dressy, appealing to discriminating men.

**CALBECK & BARBER**  
MAKERS OF MEN'S CLOTHES



## The Season's Most Striking Oxfords

3

The Famous 'Princess' Shoe for Women. Up-to-the-minute styles. "Just what you need now."



Prices for all—  
\$2.00 \$2.50 \$3.00

Patent Colt, Gun Metal, Tan Calf—Oxfords, Pumps, Ties

## John Agnew, Limited

Both Phones 21.

Brantford Stratford Woodstock

## Spring '10

### Queen Quality SHOE

NEW Spring and Summer styles on sale—Now! If anything a little bit smarter and more exclusive than usual. The kind you see on Paris boulevards—Fifth Avenue too. Every last and leather that a woman could possibly want at any time.

**F. SUTHERLAND'S SHOE STORE**

10

## Saturday Bargains

- Little lads' Dongola Lace Boots, regular 1.15, sizes 8 to 10. Saturday, 89c
- Misses' Dongola Lace Boots, size 11 to 7. Saturday, \$1.19
- Women's Dongola Lace Boots, size 2 1/2 to 7. Saturday, \$1.08
- Women's Tan Lace Boots, regular \$5.00. Saturday, \$3.00

See Our Bargain Tables

## NEILL SHOE CO.

Automatic Phones 59-491 158 Colborne St.

# GIVING AWAY PROFITS

A New Way of Advertising

WHY? Just to introduce our store and the **4** classes of **BOOTS** and **SHOES** that we **4** can't do business without patrons therefore we make the following bargains for immediate sales.

### Special To Men

Genuine Patent Colt Lace up Button Boots, regular \$5, all sizes and lasts. Slashed at \$2.98.

### Special To Ladies

All our \$4.00 lines of High and Low Shoes at \$2.98. Surely this saving interests you! Tan, Black, Chocolate—anything in the store.

### LISTEN

Every pair in the store is reduced, to, and below profit margin—no humbug—but straight forward offerings, no trash.

We solicit inspection, no matter where you have been dealing. No use wasting printer's ink—Get wise—we are all desirous of bettering ourselves.

## Geo. H. Grills Co'y.

359 BANK ST. Opp. Alexandra Hotel

## WE PUT THE VALUE IN

Right at the start of this new season we want to emphasize anew the fact that **Our New Shoes** are unequalled in **Value** and **Style**.

8



This cut represents the newest in

### Ladies' Button Boots

Catzenette and Bull Kid Tops

BELLS

A handsome new line of Ladies

### Patent Colt Bluchers

just received at \$3.00 per pair. They await your inspection.

## SEELY'S SHOE STORE

## THIS IS A BETTER SHOE STORE than many think!

We carry a well-assorted stock of all the latest styles for Men, Women and Children

in fact, we have styles to suit every whim, every fancy, plain or elaborate at all ranges of prices. Now we want YOU to call and SEE our stock. Always a pleasure to show it whether you are ready to buy or not. We cannot say more. Will you please call?



**ROBERTS & VAN-LANE SHOE CO.**  
803 Colborne St., Facing the Market.  
W. Fialaysoo, Manager. Telephone 1132



# Ads. and Advertising

So much depends upon position and the nature of the surrounding matter that it is practically impossible to say offhand whether an ad. should be surrounded with rule or not. It might, perhaps, be safely stated that a border of some kind is always appropriate, providing that this corresponds with and carries out the advertiser's idea. Every advertiser can and should know exactly where his ad. is going. This will furnish the necessary data as to kind and size of border to be used, or whether it can be dispensed with safely or not. The general style of border used throughout the paper or magazine will also be a factor in the selection of a suitable border. Borders should never be so ornamental as to detract attention from the ad. itself. Heavy borders, also, are not usually required, though sometimes necessitated by the character of the adjacent advertising matter. Extremely effective ads. are sometimes seen without a particle of rule around them. To know just when and where these can be used effectively requires no little experience in ad. writing or setting.

Directions of some kind or another are nearly always necessary for lay-out, and presuppose some little knowledge of type styles and sizes, as well as of a number of other matters connected with ad.-setting and printing. If the ad.-writer is lacking in this knowledge, he will be obliged to trust very largely to the printer to set the ad. up effectively and correctly. The only drawback to this is when the printer himself is lacking in taste or advertising knowledge, and it is just the latter contingency which makes it advisable for every advertiser to familiarize himself with some of the technicalities of printing. In any case the ad.-writer should get in close touch with the ad.-setter with a view not only of working together, but of finding out just what materials the latter has to work with. With a knowledge of what type styles the printer has in stock, the ad.-writer is in a position to set to work intelligently. Many ad.-writers specify exactly what type styles and sizes are to be used, and all the other features of the lay-out. This presupposes expert knowledge. In all cases a dummy or plan is drawn up. For the ordinary small ad. where a good ad.-setter is accessible, it will often be sufficient to draw up a rough plan of the ad., indicating the lines to be placed in display face by underlining with one or two lines, according as small

or large caps are to be used, and leaving the other details to the ad.-setter's good taste.

No. 1 is good copy and contains real information of the kind which is interesting to the buyer. The illustrations suggest the subject of the ad. at once and also convey their share of information as to style, etc.

**An Ad. Page**

No. 2 is neat and concise in style and yet is full of interesting information. The type styles and display face are appropriate. The illustration appears to be rather too fine a screen for the quality of paper.

The lay-out of No. 3 is catchy, the copy is of the kind which attracts attention and secures a reading.

No. 4 is clean in style and lay-out. Enough white space is used to give the proper proportion to the different parts of the ad. The lines in display type, also, are well chosen. A suggested improvement is to bring out the name of the goods advertised in such a way as to catch the eye at once. We believe this to be advisable in most cases.

No. 5 is striking in appearance, is dignified without being stiff, contains information of interest to buyers and is suggestive of style and quality.

No. 6 is a neatly and effectively laid out ad. The illustration is suggestive of up-to-date footwear. Good use is made of price, and emphasis is placed on quality. It seems as though the latter idea could very well have been brought out rather more strongly.

No. 7 is dignified in appearance and puts up a good talk for stylish footwear. An ad. of this type might quite fittingly be used as one of a series.

The copy or subject matter in No. 8 is first-class in every respect, and must certainly be classed with salesmanship in print. We believe the type-setting, however, could have been arranged to increase the effectiveness. Fewer type styles would have been better, and these more compactly arranged. An enclosing border would also give greater relief.

No. 9 is neat, compact, and full of information. The descriptions are good and effective use is made of price talk.

No. 10 has an attractive list of goods at popular prices. Would not a little more matter descriptive of the goods make the appeal still stronger and at the same time leave plenty of room for display?

No. 11 is pleasing in style and suggestive of good footwear. The subject of the ad. is suggested at first glance.



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

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

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**United Shoe Machinery Co. of Canada**

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



# On the Road

There is no better trade thermometer in the country than the commercial traveller. He is in a position to know. He covers the territory from Halifax to Vancouver and from the great lakes to where the polar bear sports himself. In conversation with a number of these "birds of passage" we learn that business is good, and the most hopeful feeling exists. The hum of industry is heard everywhere. Good orders are being placed and everybody anticipates a bumper season.

**Business  
Good**

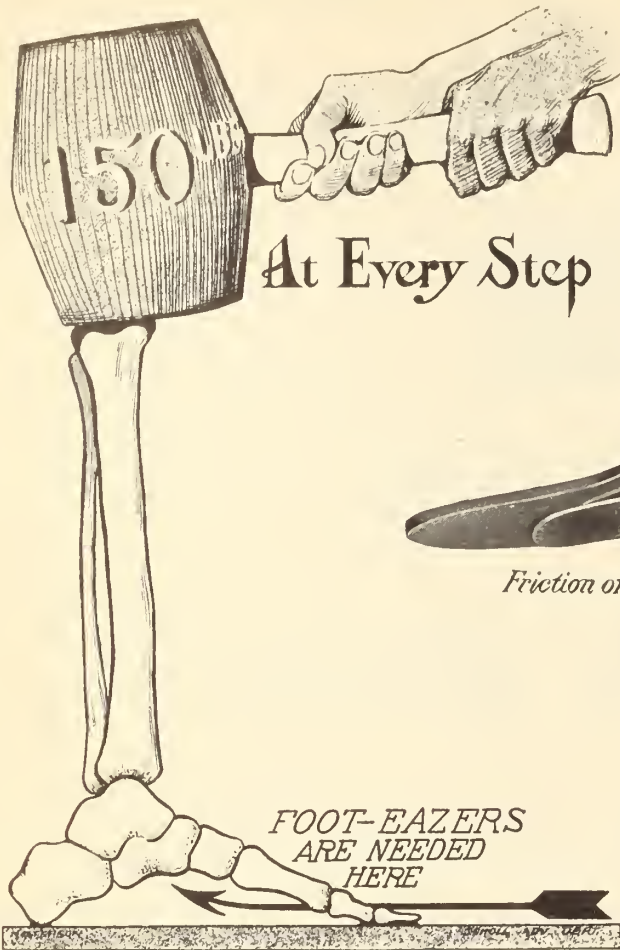
Travellers are never expected to tell the same story twice. They never do tell the same story twice alike. If it is a fish story they always add an extra pound or two every time they tell it. Stories like everything else grow with the traveller. He can't help it. He is always seeing some new feature that needs touching up. When a traveller sits down and actually assumes a calm mood you may rest assured that he is cogitating in his mind some great problem which may set the world of commerce all agog. Don't disturb him. He will come out of it all right.—Uncle Phil.

**Not  
Repeaters**

Just a little with you, Mr. Retailer, about the travelling salesman may not be out of place at this juncture. I know you are sometimes sorely perplexed and driven for time, but that is no reason why you should throw to the winds your otherwise courteous manners. When you see a prosperous-looking man enter your store with a sample case in hand, don't make a hasty departure by the rear entrance or leave word with your clerks to tell him that you are too busy to see him, because he may not be a travelling representative, but has come to buy instead. Appearances are often deceptive and men who carry suspicious looking grips often find it necessary to buy a pair of shoes. But, on the other hand, if he should be a travelling man, what has he ever done to deserve this sort of a reception? Here is an opportunity to put the "Golden Rule" into practice. Is the reception you accorded him the sort you would like to receive if you were in his position? If so, read no further. In selecting men to go on the road, the qualifications upon which the manufacturer generally bases his choice are these: a pleasing personality, a knowledge of the line and the ability to sell goods. No salesman will hold his position long after his employer finds out that he lacks any of these qualities. It is

**He's All  
Right**

safe to say that nine out of every ten travelling men are men whom you would be benefited by knowing. Travel is one of the greatest means for broadening one's intellect and the next best means is to come in contact and converse with people who have travelled. When a salesman enters your store, introduces himself and extends you a cordial handshake, treat him as you would any man and not as a bore. He must be a man of some character or he could not always wear that optimistic smile. Sleeping in a strange bed every night, eating meals at all sorts of restaurants, catching trains at all hours of the night, and packing and unpacking several trunks each day, are incidents in his daily life which are not conducive toward developing one's bump of good nature. It is just as easy to return his cordial greeting as it is to hand him a receipt for frozen pudding the minute you discover he is a travelling salesman. If you do not buy any goods you can be just as good a fellow as he is. A salesman in his travels sees and hears many things of interest which might be adapted by you with beneficial results. He could no doubt tell you of many clever and novel advertising schemes which are being used profitably by merchants of other towns. He could give you up-to-date ideas for trimming your windows. He could tell you how other merchants have disposed of obstacles which you have not been able to overcome. These instances are only a few of the many ways in which the travelling man may be of valuable assistance to the retailer. This opportunity is yours for the asking, Mr. Retailer, so why pass it up? Do not tell the travelling man that your time is too valuable to spend in looking over samples, because he knows you are probably not telling the truth. If you knew that his line would be a money-maker for you, you would not fail to examine it, so you might be doing yourself a good turn by looking it over. There are bound to be some good values in every line, because every manufacturer must have some excuse for being in business. Of course it is hard to turn down an affable salesman if you are familiar with his line and know that it will not interest you, but it will save him time and money if you will tell him just how you stand in regard to his goods instead of trying to avoid him. Every line of goods changes each season and what may have been an unattractive line last season may have developed into an attractive one this season. So, Mr. Retailer, you may often examine a line and find it will be a profit maker for you when you thought it would not interest you.



## How Many Steps Do You Take?



## Do You Ever Get Tired?

Over half the people have tired, aching feet due to partial or complete breaking down of the arch.

Before the day is over they feel like sitting down.

Others are compelled to give up their occupation, their pleasures and their health-giving exercise—walking—on account of weakness or strain of the arch or instep.

Walking should be a comfort. It is a healthful exercise that promotes good circulation to the whole system.

With the Scholl "FOOT-EAZER" walking is a pleasure.

This is a device which is neatly constructed on practical principles. It presses up the arch or instep gently, giving it strength and perfect lines, and by removing all the strain and pressure that the arch of the foot is subjected to, a person can enjoy absolute foot comfort.

Weak, strained arches, or flat-foot cause the whole body and mind to suffer.

Aching limbs, back-ache, pains in the shoulders, and even nervous exhaustion is caused by this awful strain.

The "FOOT-EAZER" gives **instant relief** to all foot ailments.

Just consider for a moment the beautiful, scientific, healthful adjustment of the Scholl "FOOT-EAZER" when properly fitted.

There is a very gentle pressure and support under the arch and as the foot gets into action the arch is left free to carry whatever amount of the weight it is able to. Any excess weight is carried by the "FOOT-EAZER."

The splendid principles of the "FOOT-EAZER" with its superior qualities and finish, makes it an ideal foot support and a rest that can be worn by any man or woman.

No matter what style of arch supports you have sold, no matter what the results have been, you will appreciate the "FOOT-EAZERS."

They sell to three out of every five persons who come into your store. This has been proven time and time again.

The Scholl "FOOT-EAZERS" and Arch Supports are made in Canada, delivered to you free of duty, at the same time getting the very best there is in foot specialties.

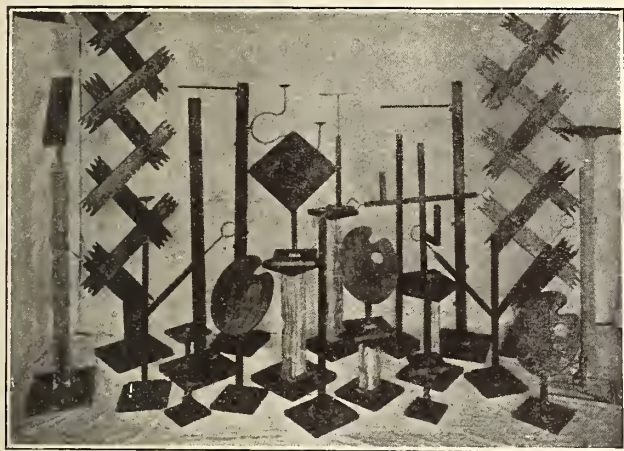
Write for samples at once, also catalogue "Scientific Correction for Ailments of the Feet."

## SCHOLL MFG. CO., 472 King St. W., Toronto

# Store and Window Display

The present vogue of wood fixtures presents a splendid opportunity to the ingenious window trimmer. The essential requisites for making fixtures are, a work room in which is a substantial bench with a good vise attached and a few wood-working tools. A large assortment of tools is not needed. Those enumerated here will be found suffi-

## Home-Made Fixtures



Some Home Made Fixtures

cient to begin with: One rip saw, hand saw, hammer, brace and a few small sized bits, jack plane, smoothing plane, counter sink, screw driver, square and a miter box. The miter box may be of home construction if care be exercised in sawing the miters true. The next requisite is a small supply of suitable lumber. There are numerous soft woods that have a beautiful grain; therefore it is not necessary to use expensive hardwoods. Among the most desirable woods are southern and yellow pine, which have a beautiful grain; also fir wood, tamarac and birch. There are other woods which are suitable for the purpose, but few are so satisfactory as those mentioned. Secure a few boards one inch thick and ten or twelve inches wide, clear stock and dressed both sides, a couple of pieces two inches thick by twelve inches wide, a few pieces 1x1 inch, and a small quantity of  $\frac{3}{4}$  or  $\frac{7}{8}$  quarter round or moulding. In addition to these a few pieces of 2x2 inch and 3x3 inch pieces, which are used for upright and pedestal posts. A good way to make very rich appearing pedestals is to cover the parts with onyx paper. This is a tough, durable paper, lithographed to imitate Mexican onyx. It is made in nineteen colors and patterns, making it easy

to match almost any color scheme. There are wood dyes in the market which come in a great variety of colors, such as light and dark oak, weathered oak, Flemish oak, mission oak, light and dark mahogany, moss green and forest green, any of which may be used for finishing tops and bases of pedestals and other wood fixtures. This dye is applied directly to the new wood with a common varnish brush and brings out perfectly the natural grain of the wood. When dry, which requires from 30 to 60 minutes, it may be polished with any good floor wax or finished with shellac or varnish. The wax, however, produces a rich semi-gloss effect and does not mark easily. All surfaces should be dressed down perfectly smooth and then finished with OO sandpaper before applying the dye. To make pedestals employing onyx paper, cut from two-inch thick lumber for each pedestal a base about 12x12 inches square and a top 6x6 inches or 8x8 inches square as desired. Dress these down with smoothing plane, bevel the upper edge of base and lower edge of top and sandpaper perfectly smooth. Cut a piece of 3x3-inch stuff (posts may be round instead of square). Fasten base and top to the post with glue and large screws, counter-sinking the screws. Then apply the onyx paper to the post. Cut the paper the exact length, being careful that the ends are true. If 3x3-inch stuff is employed for posts cut the paper thirteen inches, which allows one inch lap. Draw a straight line on the wrong side of the paper where it is to be divided. Place the face of paper down on a flat surface, then tear in a slightly irregular



Suggestion for Summer Window

manner, lifting the portion to be torn away very nearly straight up from the table, holding the portion to be used firmly to the table. Do not vary more than  $\frac{1}{8}$  to  $\frac{1}{4}$  of an inch either side of the line, and make long rather than short scallops. This makes an ir-

regular, beveled edge to the paper, and when pasted down firmly the joining will be so nearly like the little veins in the pattern that it cannot be detected. Mark a perfectly straight line along the post and attach the straight edge of the paper even with its line, using a good glue. Then follow the pedestal post around, smoothing the paper out perfectly as you go. To make the joining use a common flour paste such as paper-hangers use. Rub this irregular edge down smoothly with a dry, clean cloth and the post is complete. Finish top and base with wood dye, after which moulding may be added around base of post, also under top. The pedestals shown in the illustration are 12, 18, 24 and 30 inches in height. The other fixtures shown are self explanatory, except, perhaps, the telescope draping stands at the extreme ends of the cut. The upright in these is a strip 1x3 inches, attached to a base with screws and firmly braced with an ordinary shelf bracket. (See illustration.) The top support or telescoping strip is 1x2 inches. The brackets through which it slides are cut from galvanized sheet iron of a medium weight, bent around the strip and screwed to the stationary upright. Small holes are made in the telescoping strip and the top held at any desired height with a common nail. (See illustration.) A number of tops of different styles can be made to fit one base. It requires but a few minutes to construct one of these stands.

The following method of silvering glass has the merit of simplicity at least: The first requisite is to have the side of the glass to be silvered very clean and dry, and it is best to clean the glass first with fine chalk or whiting dampened with alcohol, then wipe it over with a little alcohol and rub dry with fine tissue paper. Make a liquid preparation by melting in a porcelain crucible one drachm of lead, one drachm of tin and one drachm of bismuth. When these are melted and before the mass cools, add ten drachms of mercury (quicksilver). It is now cool enough for immediate use. Lay your glass flat with the clean side up and pour the liquid over it, so that all of the surface is covered, then raise the plate to nearly perpendicular position and let it drain off quickly. When the liquid has become perfectly dry and hard on the glass it should be coated with drop black ground in japan, thinned with turpentine, which will insure greater opacity and wearing properties.

**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send your's in and lead the way. We will return your photos in good condition and also the cut gratis.

Established 1866

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## The Maple Leaf Rubber Co., Limited

Factory, Offices and General Warehouses  
PORT DALHOUSIE, ONTARIO





# Rubber Footwear

No new star of hope has arisen on the rubber horizon since our last report. If anything the situation has become more perplexing. While the prices of crude rubber have been gradually rising, there has been no attempt to advance the price of the finished product, that is so far as rubber footwear is concerned. In fact it is reported that the very opposite is the case, and that price-cutting has been indulged in to an unwarrantable extent. One leading firm of manufacturers has given notice to the effect that all prices will be withdrawn after the first of May. They are quite satisfied with the volume of business booked at present inadequately low prices and do not propose to go further into price-cutting. It is claimed that none of the manufacturers are making money at the present time. The odds are too great against them. The crude rubber market has eclipsed anything ever dreamed of in the matter of prices. Then, too, wages are higher than at any period in the past, to say nothing of the increased cost of all other materials entering into the manufacture of rubber footwear, such as cotton, etc. In an interview with a leading manager he expressed himself thus: "We are simply acting like a pack of fools." This is rather a severe comment to be passed upon supposedly shrewd business men, and yet he was most emphatic in his declaration. It is well worth reiterating here that the dealer or manufacturer who sells his goods at a less figure than it costs to either buy or manufacture them, is paving the way to sure and certain bankruptcy. The manufacturers are all busy, and from all appearances around the factories one would not be led to suppose that the rubber industry was at the present time sailing over troubled seas. The retail trade was somewhat better during the past month, owing to the April showers which have been quite copious. It would be a somewhat venturesome task to undertake to prognosticate the future of the rubber trade, but it may not be amiss to express the hope that a better understanding may soon be brought about, confidence restored, and the rubber trade saved from utter demoralization.

"Just where the thing is going to end is a pretty hard matter to say," was the reply of a prominent rubber buyer to a question touching the present situation in the crude rubber market. "The season of light receipts is just ahead," he continued, "and there is no telling where prices may soar to by

## Trade Outlook

the end of August." There is no need of crossing a bridge before you come to it; but it is surely a pardonable offence to try and obtain as much knowledge as possible of the structure which you contemplate having to cross. It is pretty safe guessing that the crude rubber market is going to remain strong, notwithstanding the fact that a slight lull has taken place and fine up-river Para is quoted at \$2.90. It is reported that as high as \$3.05 was paid in London, Eng., but it is questionable whether any such figure was actually paid. The highest price reported from New York was \$2.98, but it is doubtful if transactions took place even at that figure. We fear that some rubber dealers have allowed their consciences to become so elastic that they do not hesitate to stretch things a little bit if they can thereby secure a better price. There is a good demand for all kinds of rubber. Plantation rubber is becoming more and more a factor and millions of the good coin of the realm are being poured into the coffers for the development of new rubber plantations. If we dare make a forecast, we should say that even the \$3.00 mark will be exceeded before next autumn.

In an interview, as reported in the Toronto World, the manager of a large rubber manufacturing company expressed the following opinion as to the Canadian rubber situation: "Rubber goods are being sold in Canada altogether regardless of the cost of manufacture, and are actually being disposed of at a loss. There is no arrangement among the rubber manufacturers that I am aware of. Each is paddling his own canoe, and the competition is ruinous to the trade. The rubber market is in a condition it has never been in before. We have to pay \$3 a pound for the raw product now, the same figure as in the United States. The highest price per pound up to last year was \$1.33. Then the upward movement started, and I can see no prospect of any reduction. It is simply a case of the demand far outstripping the supply. The production has been increasing year by year, but it can't begin to keep pace with the consumption, and all the opening up of new fields fails to supply the public demand. I notice that rubber has recently sold as high as \$3.08 per pound on the London market. It certainly is a serious situation, with no hope of alleviation that I can see, but, although rubber costs as much in Canada as in the United States, manufactured goods are being sold cheaper here. There is no understanding among manufacturers and not likely to be any."

## Ruinous Competition

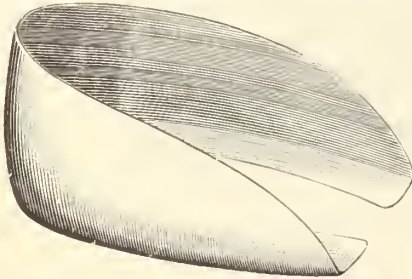
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# WHERE AMHERST MAKE EXCELS



## 7 POINTS

OUR GUARANTEE  
ON EVERY PAIR

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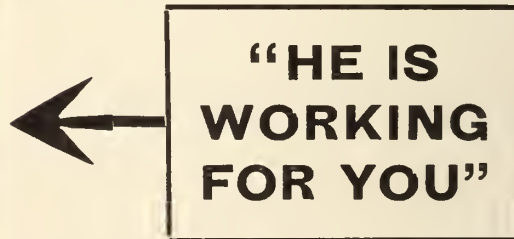


"AND I HAVEN'T RUBBED IT YET"

FROM

# Coast to Coast

This is a reproduction of our large poster which appears on the billboards in every large city and town between the Atlantic and Pacific.



THINK what this means to the sale of  
"NUGGET" POLISHES.

ARE YOU IN ON THIS?

— THE —  
**"NUGGET" POLISH CO.**  
LIMITED

Toronto and Halifax



# Gloves and Mitts

Prices, in the finer lines of men's and women's wear, show a marked upward tendency and prices are stated to have advanced nearly all along the line. Fine glove leathers have been steadily advancing until they are now at the same level as during the height of the long glove craze a season or so ago. The increased price of labor has entered into this very largely and skilled employes are stated to be scarce even at advanced wages. One immediate effect of this will be to hold back deliveries. Everything at present indicates that early orders will run the best chance, everything considered. Easter sales seem to have been most satisfactory in all localities. Among the best sellers were the white glaces and suedes, also the tans and modes. Colors were in demand to some extent. Heavier lines of glove leathers are holding fairly steady, although the tendency is firm. Travellers report a fairly good business in fall lines, for which the prospects seem generally most encouraging. The mild weather of last winter is said, in some cases, to have left dealers with a portion of their stocks of heavy gloves, which may affect sales to some extent. The market, however, probably on account of the rapid immigration to many localities, seems rather expansive, a fact which may counterbalance any offset. The summer fabric glove trade has not yet opened up, but promises well from present indications. The probabilities are that wrist lengths will be in greatest demand, unless a sudden return to short sleeves should be experienced during the course of the season.

Gloves have always played an important part in traditional customs. In days of chivalry "throwing down the gauntlet," or casting the mailed glove in a knight's face was equivalent to a challenge to combat.

## The Folklore of Gloves

A lady's glove, on the contrary, was highly prized as a love token and was often carried as a sort of talisman to war or to the tournament. A familiar story dating back to mediaeval times is that of the lady who threw her glove into the lions' den to make a display of her lover's bravery. He leapt into the den and, making his escape with equal agility, "he threw the glove, but not with love, right in the lady's face." To be "hand in glove" with any one is another proverbial saying expressive of mutual understanding or agreement. A picture in a recent publication shows the window of a public building, from

which protrudes a pole bearing a stuffed glove on its end. This portrays a custom of an old Devonshire town which dates from remote times. Barnstaple Fair is still an important occasion, although its old glory has departed. It lasts for three days, and in former times as much as twenty thousand pounds were expended in the purchase of cattle. A great stag-hunt is one of the features of the occasion. The fair opens with a quaint ceremony. The mayor of Barnstaple provides a feast in the guild-hall, and mulled ale, toast and cheese are served in the old civic plate. Then a large stuffed glove is shown above the door of the guild-hall, as a sign of welcome extended to all visitors. While this glove is displayed no arrests can be made in the town. A custom no doubt dating back a considerable length of time is one which is frequently seen in Canadian law courts, at any rate in the court of assize. During a session of this court when no criminal cases are to be tried, a pair of white gloves are presented to the presiding judge.

\$1.50 French kid gloves 85c. A lucky purchase in our hunt for bargains has resulted in our being able to offer a fine line of real French **Short Lengths** for kid gloves at a saving of almost **the Advertiser** half. True, there is not a full range of shades, but that can scarcely be considered a drawback, when you consider their adaptability; there is white, white sewn black, champagne and drab—all beautifully smooth skins, two dome fasteners, finest manufacture and guaranteed to be perfect fitting. All sizes,  $5\frac{3}{4}$  to 7. Regular values \$1.50, for, pair, 85c. — The extensive stock of our new spring gloves is now fully complete and is more varied and comprehensive than it has ever been before. Specially attractive are the beautiful new kid gloves, the smart cut, the perfect fit and the assortment of entirely new shades are more enhancing than ever. The glove is the finishing touch to a well-dressed woman's attire, and every woman desires the absolute best covering for the hands which she can secure, and these are the qualities we are now showing. Every shade, every color, every new style. — Silk and lisle gloves. May Day should set one thinking of summer fabric gloves. Do you know the much-abused old Fatherland sends us the best women's gloves? It's really wonderful how they can make such nice gloves as we are showing this season and lay them down in this store so cheaply. Of course we take a great many, that accounts for it in a measure.

But other countries don't seem to be able to do it as well as Germany. This 53c. glove is a marvel.

A prominent business man says that the carelessness, inaccuracy, and blundering of employes cost Chicago one million dollars a day.

**Acting a** The manager of a large Chicago  
**Deception** house says that he has to station pickets here and there in the establishment in order to neutralize the evils of inaccuracies and the blundering habit. Blunders and inaccuracies cost a New York concern twenty-five thousand dollars a year. Many an employe who would be shocked at the thought of telling his employer a lie with his lips is lying every day in the quality of his work, in his dishonest service, in the rotten hours he is slipping into it, in shirking, in indifference to his employer's interest. It is just as dishonest to express deception in poor work, in shirking, as to express it with the lips, yet I have known office boys who could not be induced to tell their employer a direct lie to steal his time when on an errand, to hide away during working hours to smoke a cigarette or take a nap, not realizing, perhaps, that lies can be acted as well as told, and that acting a lie may be even worse than telling one. Every now and then a critical opportunity confronts a clerk in a store. A member of the firm has died or retired, or the firm changes hands, and they are looking for a partner, manager, or superintendent. This test will bring out what is in the clerk. Has he been

stealing the time of his employer? Has he been indifferent, impudent, gruff, or curt to his customers, or has he been polite and obliging, kind, deferential and accommodating? The opportunity confronts him. What will he do with it?—Success Magazine.

The percentage of dealers who price their goods by what the other fellow is asking or by what they think they can get for them is much larger than might be supposed. No effort is made to figure out from anything like an exact basis the profit which should be placed on the goods. The tendency in such cases seems to be to ask a little less, if anything, especially in starting up in business. This places the new dealer under a double handicap, by adding an insufficient rate of profit to that of having to work up trade from zero. The trouble in nearly every case is not that the dealer cannot get such and such a price for his goods. This has been proved out time and again. The foundation of the dealer's difficulty is that he is contented to "think" instead of "knowing" that he is reaping a profit. The only adequate way of arriving at a solution is to do a little bookkeeping, and a most important factor in this is to estimate all the expenses of doing business, not forgetting wear and tear, interest on investment, proprietor's salary, depreciation of stock, etc. The dealer who is just starting up in business cannot expect to strike a very accurate percentage in this way.

# MULE

If you cut "Split" Gloves and Mittens don't forget the P. & V. Lines.

Largest Tanners, widest range of colors, most uniformly selected and always soft.

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# Trunk and Leather Goods

Variety seems to be one marked characteristic of the season's styles in hand bags. These are not uniform even as to size, though the tendency seems to be for medium and large sizes. An observer describes the lines being shown at present as fascinating affairs. Many new conceits and novel treatments of leather are exploited. Suedes are finished in colors and effects baffling description, while the metal frames are as handsomely finished as the art jewelry, in fact the art jewelry influence is most noticeable throughout the displays. The large size bags of mottled calf in various colorings, following the season's color card, are topped by a wide and very handsome band, either in antique silver chased finish or cut out and bold relief designs. Crossed balls and double handles joined in ring on the frame are the smart finishing touches. Inside the softest of kid linings or rich silks are to be seen, with all the fittings in keeping. Handsome bead bags in the old-time flower designs or conventional effects follow the square lines, only in a much smaller size. The model of the sketch was of black and gold beads, with fringe of the same. The small square bag of the sketches was a scarlet saffron leather, very chic for wear with white, accompanied by a belt to match. All the smartest new bags are matched by belts in color and material. The bag with long cord handles is developed in black seal, colored suedes or velvet, and will undoubtedly find favor for the spring meets and other informal occasions.

**Shagreen Leathers** Shagreen is a lightly tanned leather, covered closely with a small, round, uniform grain. It is mostly produced in the Orient, from the hides of asses, mules, horses and camels; is extremely firm, and the surface does not rub off as is the case with morocco. After unhairing the skin is tanned either in alum or in a vegetable tan; it is then stretched in a frame and the characteristic grain is imparted by covering the flesh side with mustard seeds, which are pressed into the leather by treading with the feet or in a press. The skin is then dried in the sun, the seeds all shaken off and the leather is dyed red, green, etc. Grey, or undyed shagreen, comes from Constantinople and is most highly valued; white shagreen, on the contrary, is of inferior quality. Another variety of shagreen is called "galuchat" and is employed mostly for making instrument cases, sword scabbards,

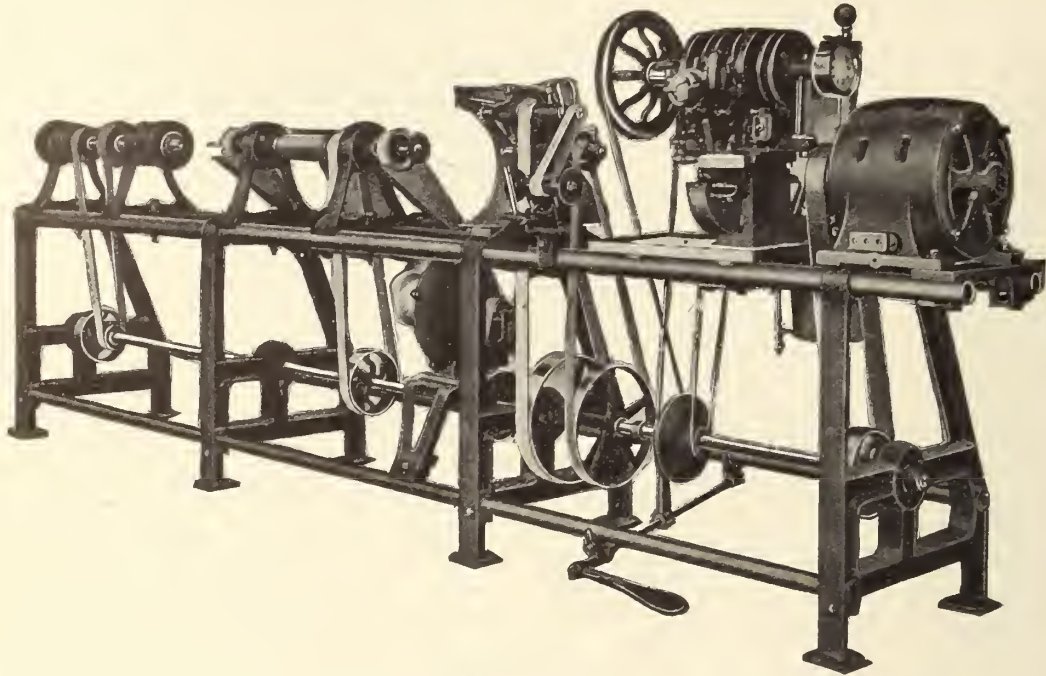
spectacle cases, etc. This leather is made from the skin of the dog-fish, or as the French call it, "roussett" (perhaps the ancestor of our word "russet"), a shark-like fish which the Italians call "sagri"; and it was the resemblance of the ass-leather described above to the fish-leather that gave it its name of "sagrin," anglicized into "shagreen." The dog-fish skin has no scales, but is covered with small round elevations like seeds. It is very hard and gives an almost indestructible leather. On the coast of Biarritz, France, the dog-fish skin is largely utilized for this kind of shagreen. In preparing it the rough surface is removed with a file and the skin smoothed off and softened with pumice stone. This leaves a smooth and transparent leather which is colored any desired tint and applied to the article it is to cover. Ordinarily the coloring is done by glueing colored paper to the article and applying the leather over it. Being transparent, the color shows through the myriad of circular spots from which the grains were filed, giving a very odd effect. There is still another kind of shagreen, distinguished from the above by its larger grains or markings. This is made from the skin of a kind of ray-fish or skate found in the Red Sea and the Indian Ocean. These skins are very rare and expensive, and are obtainable only through English dealers.

It is stated that the tanning of snake-skins has become quite an important business in Madras, India, during the last three or four years.

**Chrome Tanned Snake Skins** Chrome tannage, which is very well adapted for preserving pelts with the hair, is also just as good for snake skins. Many of these skins have been tanned by this method of late, and there is a large demand for them for ladies' belts, pocketbooks, etc. The chief kinds tanned in Madras are python, cobra and viper skins. The quality varies greatly and depends upon the length of time since the last skin was shed. It has been said that the only way to get satisfactory snake skins is to skin them alive. This, however, is denied. The demand, though profitable, seems to be rather limited and incapable of much expansion.

**AMERICAN CHROME TANNAGE**  
NEW PROCESS TO SELL, by an expert American  
Tanner with 20 years of experience in Chrome Tannage  
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MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

### UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

492 St. Vallier Street, QUEBEC.

# With the Manufacturer

The marked activity noted a month ago amongst the boot and shoe factories still continues. With some the spring run is well nigh completed and shipments are going forward as rapidly as possible. The orders have been most satisfactory and indicate strong faith in the future of the trade. The travellers who are now out with fall samples are sending in most favorable reports, and the orders placed are much above the average. There is no doubt that a splendid season is in store for the boot and shoe industry of this country. The factories of the Maritime Provinces were never busier than at the present, having sufficient orders booked to keep them hustling for some time. In the Province of Quebec there is also much activity and the outlook is described as never having been better. This is also the case in the boot and shoe factories of Ontario, where prospects are decidedly bright. Throughout the great Northwest the most optimistic feeling prevails. The incoming thousands are fast populating the prairie provinces, and these people will need boots and shoes. Collections are a little slow, but an improvement is noted. The general outlook is most assuring.

It is not always the finishing that causes the checking of heels and the foreman of the finishers has not unfrequently had to bear the brunt of criticism which was really not the fault of his department.

There are many ways in which heels are put together in regard to pasting. Take, for instance, what is called a combination heel, which comprises two-thirds pulp, one-third leather. You will see more checking than on any other, as there is more give to pulp than leather lifts, as there is so much fibre. Many heels of this kind, if torn apart, will show where the paster applied a daub of paste in the centre of the lift in making. That is all right as far as the building is concerned, but where does the manufacturer come in? In order to prevent checking you must insist on your heel maker covering each layer of lifts or board as it is called with sufficient glue to cover the full surface in this manner. When the mould of the heel is shaved your heel is just as solid as a rock. Some heels are only pasted around the edge of the lifts, and after being shaved nothing remains but a looseness between each lift, which no finisher can ever finish properly. Let up on the boss finisher and go at the heel maker for a while, and you will be

in the right place. Most of the trouble lies in the finishers, who do not make known these things, yet they can't know it all. A heel properly put together ought never check.

It is always well to have a theory. It is only the man who thinks who can form a theory. But do not let your theory remain at the theoretic stage. Put your theory to the test and when fully demonstrated, it becomes an accomplished fact and ceases to be any longer a mere theory. Let us give everything its due, and remember that successful theories are one of our greatest boons. Every successful business man is a theorist in the best sense of the word. Everything had a beginning. Theories are often the incipient agencies of the best systems and methods. If we appreciate this fact as we should, we shall not shudder at the word "theoretical." Theories have proven their right in countless ways to be tried out; and the mere fact that we are all creditors of theory in its largest sense should tend to abate some of our narrow-minded prejudices.

The emery wheel is still used to take the heads of the nails down in a few finishing rooms where standard wire shoes and nailed bottoms are buffed and finished. If the nailing of either machine is smooth it is hardly necessary to use an emery wheel, but if it is needed it is a good thing to have. A good emery wheel on a buffer's roll will last a year or longer, and during that time it more than saves its cost in paper. An iron nail is the hardest on sandpaper and altogether harder to buff than brass. It takes more time to put the bottom on the emery wheel and because of this it is best to get a smooth job done in the first place on the standard or loose nailer, and both machines can do it if the stock is solid enough to stand the nails.

Business seems to be very satisfactory in most of the large centres. A Northampton correspondent of the Boot and Shoe Trades Journal says: "Business may well be described as eminently satisfactory to the great majority, who find some difficulty in providing for the requirements of their numerous customers. For the next month or so I fully anticipate there will be no lack of employment, and in all probability the season between now and

## Business Conditions

## Why Heels Check

## Have You a Theory?

## Emery Wheel Still Used

## The Trade in England

LINEN THREADS

For All Kinds  
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COTTON THREADS

STANDARD QUALITY

BEST VALUE

Twines—all kinds

Hardash Silk Thread

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Mercerized, Silk.

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PENETANG—Sole Leather, Solid Tanned, Old Fashioned, Hemlock  
Leather. "Cuts like cheese and wears like iron."EAGLE—Union Tanned Stock, mellow, close grain and strong fibre.  
Just what the trade now wants.

LISTOWEL—Non-acid, a favorite brand.

TAP SOLES—None better.

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FACTORSCASH ADVANCED  
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THE R. M. BEAL LEATHER CO., Limited  
LINDSAY, ONT.



Whitsuntide will be the busiest for some years past. This, at least, is the opinion of those well qualified to judge, and who have their finger on the trade pulse. The holiday trade has been rather above the average, and here, as elsewhere, retailers have moved a considerable amount of stock. The result has been increased orders for manufacturers, who are now beginning to feel the full advantage of the retail trade. Sales are over, and after a good week at Easter, retailers are able to ascertain more fully their season's requirements and to press the manufacturer for supplies. Those houses who keep stock for the retailer and supply "a pair or a gross by return" have found it almost impossible to keep pace with the demand, and stocks are much below their normal condition. If good advice is worth anything I would recommend all those who would be well served, whether wholesale or retail buyers, to place at once any orders they may require, as it is more than likely much disappointment will be experienced before the month is out in getting just the goods desired for the season. Already several manufacturers have informed me that they have sufficient on the books to keep them fully employed for some weeks ahead, and, as I have intimated, the pressure is likely to be severe in the near future. It seems full early to talk of autumn samples, yet a number of prominent houses are going thoroughly into the question and are getting ready for the next season. The inquiry is for new leathers, and the latest shapes and styles, but to this there is very little answer, and box, willow, and dull chrome look like holding the field in almost undisputed possession. There is not quite the same scope for autumn samples, and the choice of both leathers and shapes is restricted. All the same, from what I can learn there will be a general smartening up of styles, and more use made of wrinkled fronts and punching, while the lasts will be of the sensible kind with a good outside sweep and wide toes. The number of samples will not be so great as in some previous years, but will make up in attractiveness what they lack numerically."

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### FITTING UPPERS

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It is not always an easy matter to put your finger on the "sore spot" in manufacturing, but once in a while a little plain talk cannot come amiss. The following from American Shoemaking may serve a good purpose. Good work is not the product of poor prices, either in wages or anything else. Here is the quotation:

"There is no place in the making of the shoe where the careful attention to the little details is required any more than in the stitching room. Here the misplacing of a seam the sixteenth of an inch from where it should be may not only spoil the appearance of the shoe, but it may, coupled with other faults,

make the finished shoe an instrument of torture to the wearer.

"Be it said that not always is the fault for improperly fitted uppers the rightful property of the stitching room. No cutter is infallible and many a pattern slips and, perhaps unknowingly, the cutter passes many a piece that is a poor model of the pattern. When these improperly cut pieces reach the fitter and the fitter faithfully follows the match marks and the uppers fail to fit the last, then it is easy to return them to the foreman of the stitching room with the impression that the fault is in the fitting, when the only fault that can be laid to the fitter is the failure to discover the mistakes of another department. But to establish this fact and properly place the fault requires the ripping of the uppers and the placing of the parts upon the patterns, an operation seldom done, with the result that the stitching room gets the blame.

"While charity is a mantle that covers many mistakes, the fact remains that much of the fault for the distorted appearance of the finished shoe can properly be placed in the fitting department. This statement, however, should not be misconstrued as wholly a reflection upon the stitching room foreman.

"It is an indisputable fact that nowhere else in the factory where such important operations are performed is the pay of the operatives so limited.

"Take the making of linings. Here is an operation that, unless rightly done, will throw the whole shoe out of place. Unlike closing and many other operations, there is no guide on the machine to go by, so the operative's sole guide is the match or lap marks and the eye. This applies to high cuts or boots.

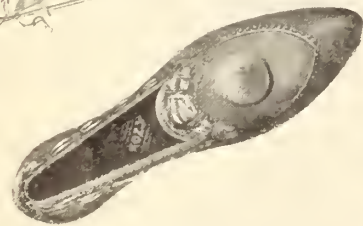
"Important as this operation is, what is the pay of the average girl operative? If the average lining maker gets away from the factory at the week-end with nine whole dollars she is doing about all the manufacturer intends she shall. The manufacturer thinks he is saving money by having this operation done so cheaply, but when the closer-on can't get the outsides and linings to come together; when the vamp can't vamp the uppers without having the outsides or linings wrinkle and the vamps bulge out; when the lasters can't get the uppers over the last without having great folds in the quarter linings and wrinkles in the vamp linings and too much surplus outside upper in some places and in others drawn so tight that the stock almost cracks; and when finally the uppers are taken back to the stitching room and a girl, paid by the hour, rips them out and half the case is refitted, how much has the manufacturer saved? He's lost, not only his money, but probably his temper, and maybe a good foreman, whose fault in the matter might with propriety be questioned.

"Space forbids the further treatment of the various stitching room operations at this time, but the fact remains that money saved on low wages in fitting the uppers is many times lost in damaged shoes, lost trade and injured business."

# "KOZY" Slippers

(Reg'd Design No 546992)

*British Made*



CHERRY



BEAVER



HELIOTROPE



BROWN



ELEPHANT  
GREY



STEEL GREY



SAXE BLUE



MAUVE



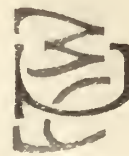
APPLE GREEN



BLACK



NAVY BLUE



*Facsimile of Silk Label  
attached to each pair.*

H. W. TRICKETT, Limited, Waterfoot (Near Manchester), England

# Leather and Findings

The hide market continues quiet and there is no material change in the situation. The receipts are small and not of the best. Prices dropped slightly during the month but have again recovered and are now quoted the same as a month ago. Tanners are somewhat indifferent to the dealers and prefer sending out their own men in an attempt to corral any hides that may be accumulating at country points. This is regarded by some as questionable policy on the part of the tanner as it tends to keep up prices, the very thing which the tanner is constantly kicking against. It is not probable that any change will be noted for some time, although the tendency is toward increased strength.

**Hide Conditions**

There has been much activity manifested in the English leather market. The following Bermondsey report for the week ending April 22nd appeared in the Shoe and Leather Record: "Quite a considerable business in leather has been put through this week in Bermondsey, and prices are going dearer all round. The Mincing Lane sales brought a good number of tanners and curriers to London, and they bought and sold with more confidence than at any time since last October and November. A lot of the new business is on account of shoe manufacturers, who have still plenty of orders for boots, but little leather wherewith to make them. It is satisfactory to hear current quotations are being paid quite freely, but unfortunately raw hides have again advanced in a very pronounced fashion, not only in London, but in the principal markets all over the United Kingdom. Rough kips had almost a sensational rise in the sales, and, in spite of the rumors of bad debts being likely to occur in the early future, the distributors of leather are content to push their goods for the time being, and let those users have them who are willing to pay the prices. A big trade is expected at Leeds Fair this week, though it will

be principally in East India kip and dressing leathers. We are now in the thick of the spring season's business, and of recent years this period has been recognized as the time when leather distribution was bound to go well, whatever the prices happened to be. It is a little regrettable that many large boot manufacturers did not cover themselves up to Whitsuntide when buying a few months ago. They hoped to break the market; that is the reason. The market has beaten them, and now high prices are assured for a long time ahead, because the consumers must have the stuff to work upon. American sole is the item which goes without pushing just now, and at present prices it is regaining its hold on shoe manufacturers all over the kingdom. Some increased shipments of more desirable grades are noticeable, and this proves that our consumers here are able to afford somewhere near the prices ruling in America, as the shippers have now reached the end of the leather coming out upon which they could obtain a drawback of duty paid on the hides when imported, and the markets on both this and the other side will now get nearer on a level."

**Leather**

The splendid business which we have been enabled to report for the past few weeks still continues. Prices have been well maintained, and in one or two instances increases have been noted. The harness leather boom is not yet over, judging from the very favorable reports which reach us. Although harness leather may perhaps be the most notable, recovering as it did from such a low plane, yet all grades of leather are meeting with excellent sales and the volume of trade is most satisfactory, in fact it has never been better, and dealers are confident that the bettered conditions will continue. The boot and shoe manufacturers have bought quite freely in anticipation of a good season ahead. Sole leather in light and medium weights in both oak and hemlock is in demand. There is a special call for colored leathers in almost every shade. Tans and browns are much in



**"MOENUS" MEASURING MACHINE**

is the **WORLD'S STANDARD** Machine

**MOENUS MACHINE WORKS, Ltd. Frankfort o/M, Germany**

evidence; ox blood is also quite a favorite. Patents still continue to lead and are bought in large quantities. The tanners are all busy and look forward to an increased trade. Collections are rather slow.

Bark-tanned leather that is soft and spongy can be nourished and filled only with hard grease. Large quantities of grease are absorbed by such leather, but too much is of course injurious. Hard grease fills the leather and makes it firmer, yet does not harm it if used in the right manner. Stuffing the leather in a drum forces the grease into the centre of the leather where it is most needed. The fuller and plumper leather is the less grease it requires; the thinner and looser it is the more grease is necessary. Hand-stuffed leather should be hung to dry in a very warm room. Before leather that is stuffed heavily is finished it should be taken in dry condition and dipped in warm water, then thrown over a horse and left for some time. The heat dissolves the grease and the water softens the leather so that the grease penetrates as far as possible, leaving the grain clearer and less greasy.

### THE CATTLE EMBARGO

A writer under the pseudonym of "Skinner" writes as follows in the *Leather Trades Review*, of London, Eng.:

"From the report of the meeting of the Allied Trades Committee, I find they are taking up this important question of the embargo on imported foreign cattle. It is not only my opinion, but that of practical thinking men engaged in the whole trade of cattle, hides and skins that the Act of Parliament should now be rescinded, and that Canadian cattle should be allowed to travel in this country, and not be slaughtered at the port of debarkation; also the restrictions on Argentine cattle should now be released. Authorities are agreed that there is no sign of foot and mouth disease in Canada, and that the 'bogey'—which some of our British agriculturists and English cattle breeding counties raise of 'Oh, we must keep out the Canadian stores because we shall be importing all kinds of disease from those foreign countries,' is exploded.

"But there are other reasons which underlie this parrot-cry of disease, especially with regard to Canadian store cattle.

"The cattle breeders of Ireland and in certain parts of England, Scotland and Wales know full well

that if these Canadian store cattle and sheep were allowed to travel to any of our store cattle markets that the price of our store cattle which they breed would fall in price fully £3 to £5 per head. We have heard a great deal about admitting raw material free into this country, but, reader, do not forget the fact that live store cattle are the real raw material which the fatteners of cattle in the counties are requiring in order to produce beef in our own country, and which helps us not to be so much dependent upon our supplies of finished beef and mutton from the foreigner. This comes into this country without hides or skins, consequently our tanners and fell-mongers have to pay extra prices for the home-killed hides; our purveyors of the once famous roast beef and mutton of old England are being compelled to buy this frozen or chilled beef and mutton, whereas if the embargo on foreign cattle and sheep were raised so far as Canada is concerned, and the restrictions upon Argentina beef were released, our supplies would naturally be more evenly distributed in our large cities.

"The cattle would be slaughtered in the big centres and elsewhere, and the hides, skins, and fat would find its way into the local hide and skin markets. Tallow melters and others would have employment found, and it would cause more money to circulate locally than is done at present. Further, if Canadian cattle were allowed to travel, Norfolk, Suffolk, and Essex, the East Riding of Yorkshire, the Wolds of Lincoln, and the other large arable land-districts which are adapted for winter feeding, would have a larger supply of store cattle to draw upon. More roots and straw would be grown to feed the cattle upon, consequently more men would find employment on a great many of our farms which are practically derelict through the want of more cattle being fattened upon them.

"I heartily congratulate the members of the Allied Trades' Committee upon tackling this question, and I hope every one will agitate and help to deputise the Board of Agriculture, and ask all candidates for Parliament if they are in favor of removing these restrictions, which are the real cause of such a short supply of domestic hides and skins, and the high prices of freshly killed beef and mutton."

NOTICE OF INCORPORATION—The incorporation is noted of the Beal Bros., Ltd., Toronto, tanners and dealers in leather, etc. The company are successors to the Beal Bros. of Toronto and Uxbridge, Mr. Geo. P. Beal continuing a prominent member of the firm.

# H. INGLE & SON,

Sole and Upper Leather Importers and Commission Agents

Lady Lane, LEEDS, ENG.

Also at Bristol, Leicester and Kettering.

Cable Address: INGOT

## TANNERS PASS RESOLUTIONS

The special committee appointed by the Tanners' Section of the Toronto Board of Trade to deal with the recent tariff changes affecting the tanning industry, held a meeting on the 26th of April and passed the following resolution:

"The Tanners' Section of the Board of Trade of the city of Toronto trust the government will see their way, at the very earliest moment, to replace the tariff on leather on a 17½ per cent. basis, which we consider is as low as the best interests of all concerned will warrant, and that, if at any future time changes are under consideration that will affect the tanning interests of Canada, they will give an opportunity to those who are vitally interested to express their position to the government of that day."

Copies of the resolution were sent to Sir Wilfrid Laurier and Hon. W. S. Fielding. The tanners feel very strongly in the matter of the reported reciprocity negotiations and expressed their views in part as follows:

"If there is any disposition on the part of our government to negotiate the slightest measure of reciprocity in manufactured goods, we desire to enter our most emphatic protest. The manufacturing conditions in the United States, where they have built up large trusts with great accumulations of capital, were it not for our tariff, if they were so disposed, could seriously embarrass, if not destroy, many of our manufacturing plants that have grown up through the efforts of years."

The tanners are not unfriendly towards the United States, but they do not propose to cultivate national friendship at the expense of an important Canadian industry. There were some things in which the United States and Canada might come closer together with mutual benefit.

**AID FOR INDUSTRIES, ST. THOMAS**—The two by-laws voted on by the citizens of St. Thomas, Ont., on April 18th, were carried by large majorities. A foundry for the manufacture of machinery asked a loan of \$15,000 from the city for ten years to enlarge the plant to manufacture furnaces, and a new shoe factory opened up by Toronto men also asked for a \$10,000 loan from the city. Nearly 2,000 votes were cast in favor of both of the by-laws.

**NOTICE TO CREDITORS**—In pursuance with notice of insolvency given, the creditors of the Robinson & Lindsay Rubber Co., Toronto, were notified to meet at the office of the insolvents, 38 Yonge St., Toronto, on Friday the 15th day of April, 1910.

**RUBBER CULTIVATION IN DOMINICA**—Considerable attention is at present being given to the cultivation of rubber-producing trees. Experiments are being conducted, from which it would appear that Dominica possesses all the conditions required for the profitable cultivation of this valuable product. Efforts are therefore being made to establish the cultivation on a large scale, the results of which, it is hoped, will in time increase the value of the exports from the presidency.—Dept. of Trade and Com.

## McKays and Turns

¶ We are making a specially fine line of

Men's, Women's  
and Little Gents'

in McKays and Turns. These goods are made of best materials by expert shoemakers.

FOR JOBBERS

Aird & Son

583-585 St. Timothy St.  
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"WHERE QUALITY COUNTS. WE WIN"

TRADE

Monarch  
SHOE

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## MR. DEALER

You have often been in doubt as to what make of Boots and Shoes you should purchase for the coming season. As a progressive man, alive to your own and therefore to your customers' interests, you are anxious to purchase that which gives the greatest satisfaction to your customers. Present users of our goods are voluntarily expressing their satisfaction and stating they have been pleased beyond their expectations. We suggest you try them for the coming season, and we have confidence in our goods to safely promise that they will please both you and your customer.

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M

M

# "Miners" and "Sheffords"



**NEW YORK**  
Velvet Grip.



**HERO**  
Self acting, rolled edge.



**PRINCESS**  
2-buckle cashmerette excluder.



**PETITE**  
Fine light zephyr croquet.



**BEAUTY**  
Fine croquet, French heel.

## QUALITY

Is the foundation upon which we are building the reputation of

**"Miners"**  
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This element embodied in a selection of styles and lasts which are the latest, comprises a combination which is unequalled.

# The Miner Rubber Comp'y

GRANBY, QUE.

Limited

M

M

# Europe's Winter Playground



THE Mediterranean littoral from Cannes to Mentone is the rendezvous during the winter months of those who desire to escape from the inclemency of the winter in northern Europe. Protected at the north by the Maritime Alps and with the sun-kissed Mediterranean at its feet, the Riviera or Cote d'Azur, as the French love to call it, provides a climate that for the pleasure seeker or the invalid is not to be excelled anywhere in the world between the months of November and April. While it is not tropical and therefore knows nothing

of the heat common in more southern resorts, it has practically all the vegetation found in profusion near the equator with an atmosphere that while balmy is at once bracing and invigorating. Its blue skies and opalescent waters, its towering mountains and verdure-clad valleys throw into relief the nestling chateaus and hamlets, making a picture that is not soon forgotten. It is one of the most cosmopolitan places in Europe. Here one hears spoken in a day a dozen different languages and meets in his saunterings kings and statesmen on the one hand and the common everyday "globe trotter" on the other. Dukes, counts, barons and other titled products of European society are as common as burrs on a donkey's tail, while the plain North American with his Baedeker sits elbow to elbow at afternoon tea with men who control the destinies of Europe, or jogs along with



General View—Principality of Monaco.

them in the same "break" or "auto." Everybody is in pursuit of pleasure and seeks his own ideal and while the Riviera is essentially a fashionable resort there are as many attractions for those who desire a quiet holi-

day as those who find in the gaming table or in the round of social affairs that which appeals to them.

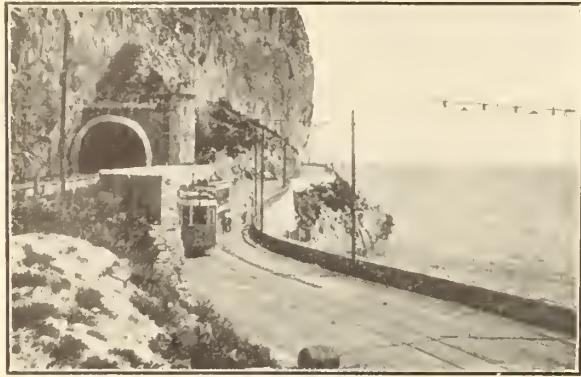
The centre, of course, of the district is the principality of Monaco, about half a mile square, which for several centuries has existed as a separate and distinct political entity with its own government and other facilities common to a full-grown nation. The Prince of Monaco while maintaining no army or navy, "runs" his own kingdom as effectively as the King of Italy or the President of the French Republic. No taxes are levied, however, for the proceeds of the Casino at Monte Carlo seem to provide abundant resources for



The Casino—Monte Carlo.

the maintenance of the place in a magnificence that makes it a perfect Eden of beauty. The Casino or Play House built in 1878, with its façade towards the sea, was rebuilt in 1903 and is a most magnificent structure sumptuously furnished with statues, paintings and equipment of a high order. The gaming rooms, open daily from 10 a.m. till midnight, are free to all who can show credentials of respectability, but the inhabitants of the principality itself are not allowed within its precincts. The games played are "roulette" and "trente-et-quarante," the minimum and maximum stakes being 5 and 6,000 and 20 and 20,000 francs respectively. The suppression of this wide-open gambling enterprise has been frequently a warm subject of discussion by the press of the surrounding countries, and prominent statesmen have from time to time expressed their desire to see this running sore in one of the most beautiful spots in the world removed. So far Monaco seems to have maintained its right with every prospect of continuing to do as it pleases, and as it is freely admitted that without the Casino it would lose not only its *raison d'être* but its means of existence, the years pass without anything being done in the matter. Meanwhile a few suicides each year tell their sad story of the influence and

results of the place. Unfortunately both have extended to the surrounding towns of Nice, Cannes and Mentone as well as other places where "municipal casinos" are now in operation. By charging an admis-



On the Route from Nice to Monaco.

sion fee, ostensibly to hear an orchestra or partake of afternoon tea, the proprietors are able to set up roulette tables and gather in the spoils of those who choose to take the slim chances of the individual operator against the "bank." To watch the tense faces of those who sit for hours about these roulette tables is a revelation in itself. The habit seems to become a mania which cannot be shaken off. It is sad indeed that such foul blots as these gaming resorts should mar the beauty of what are otherwise veritable paradises of earthly loveliness. There ought to be and are attractions abundantly sufficient in the splendid roads for driving and motoring, the enchanting mountain walks and outlooks, and the opportunities for cruising and boating apart from the social life of the Riviera to make gambling an unnecessary and unwelcome intruder. But the spirit of Europe seems to be largely in the direction of gaming.

Nevertheless there are numbers who find exercise, enjoyment and pleasure in and about even Monte



Le Casino Municipal—Cannes.

Carlo sufficient without the artificiality and excitement of roulette or trente-et-quarante. One of the most delightful drives in the world, for instance, is over the Grande Corniche, a road built between Nice

and Monte Carlo by Napoleon I. It winds in and out on the sides of the mountains at a height in some places of over twelve hundred feet from the sea, the panorama of land and sea being most entrancing. Another beautiful drive is from Cannes to Grasse, a hamlet perched in the mountains which is the centre of the perfume and essence trade, the protecting mountains giving the place an almost tropical atmosphere. At Mentone one has a variety of scenery and surroundings that seems to meet every taste. There are beautiful walks through the woods at Cap Martin or up the mountains to Annunziante Convent, Castellar or a number of other interesting points.

The entire coast covers about fifty miles of bay, promontory and terraced town, hamlet and garden. At Cannes, the fashionable English resort, popularized years ago by Lord Brougham, there is a town of some 30,000 inhabitants with gardens, promenades and walks most beautifully kept. At Nice, which is the capital of the province of the Alpes-Maritimes, and which contains over 130,000 inhabitants, we find a city of such importance that its port of Villa Franche



Bird's-eye View of Nice From Mont-Boron.

does a thriving trade. Monaco and Monte Carlo are of course outside the domain of France, but one would need to be told it to realize the fact, for the dividing line seems purely imaginary.

Menton or Mentone is probably the most enjoyable of any of these Riviera resorts, as it combines most of the attractions of the others with the additional advantages afforded to those who like quiet surroundings. It is so completely encircled by the mountains that there is little chance for any but a south wind getting at it. At the westerly end is the old town with its quaint houses and narrow streets. Here are the majority of the hotels, the public park gardens, the casino and the Promenade de Midi. The band plays morning and afternoon in the park and the inhabitants meet at afternoon tea or on the promenade. The East Bay or Garavan is somewhat quieter and appeals to those who do not care for the attractions, social and otherwise, of the "west end." A beautiful promenade extends along the whole sea front from the old town to the Italian frontier, about a mile and a half, and one may watch the launches, yachts and



larger craft flitting to and fro in the bright summer sea like so many sea birds.

Just across the Italian boundary line at the little village of La Mortola are the magnificent Hanbury



The Port and City—Menton.

Gardens, open to the public twice a week. Sir Thomas Hanbury about forty years ago purchased an old Italian villa and estate which had fallen into desuetude. He transformed the place into a veritable botanical garden whose terraced sides now contain some five thousand species of plant life. One may find here everything from the modest field daisy to the gorgeous century plant or from the dainty anemone to the towering date palm. The beauty of the gardens is their freedom from artificiality, the whole being most delightfully natural, even the fountains, grottos and ponds having the appearance of just "happening." At the foot of the gardens is part of an old Roman road, an inscription in a cottage close by showing that Charles V, Emperor of Germany, passed over it with his army in 1536, as did also Napoleon Bonaparte and the French army in 1796. It seems good for a few more centuries.

Most of the stores, especially the larger ones, and the hotels are only in operation for six months in the



Hanbury Gardens—La Mortola.

year on the Riviera, for during the summer season the place is practically deserted, notwithstanding the fact that even in the middle of the hot season the tem-

perature averages ten degrees less than Paris. Pleasure seekers, however, seem to seek cool breezes and swarm to the summer resorts on the Atlantic and the Baltic.

There are practically no industries in the Riviera excepting the manufacture of perfumes and essences at Grasse. The stores, however, are bright and attractive, especially the confectionery establishments, with which are always combined tea rooms. A feature of the country is the large use of glace or candied fruits which seem to take the place of our bonbons and chocolates although the latter are considerably in evidence.

A thing that almost at once strikes a visitor at all familiar with shoe styles, is the general tendency towards American ideals. Even the French factories are now making shoes from North American models, finding that their general shapeliness and comfort compared with the straight, stiff and ill-fitting French



Public Letter Writer, Naples. Quite a number of the Italians are unable to write although a good school system has been inaugurated. A common sight in the streets of Naples is the public letter-writer who for a mere pittance will write love letters or other missives for customers.

shoe, is getting in upon even French patrons so that as the proprietor of a large establishment in Nice said, it will not be long before American shapes prevail in France altogether. At present they are importing a goodly quantity of American shoes.

The furniture is altogether brought from northern France, where it is made upon practically the same basis as is in vogue in England. The furniture maker works away in his individual shop making some particular line which he sells to the factor or wholesale buyer. There are some furniture and woodworking establishments in France but most of the furniture is made by hand.

NOTHING IN IT—The talk of a tannery merger is evidently without much foundation. The following recently appeared in the *Toronto Globe*:—"A merger of all the important tanneries of Ontario and Quebec is the latest plan of a group of Montreal brokers, who have recently devoted considerable attention to that phase of finance. Up to the present, so far as bringing local tanners into the merger is concerned, their plans have not met with success. Quite recently Mr. Walter D. Beardmore of Beardmore & Company, received a call from a representative of the brokers, who sounded him upon the question of a merger. I was informed that two large firms were ready to take up the proposition," said Mr. Beardmore to the *Globe* yesterday, "but I intimated that there was no reason why we should enter such a merger. I know nothing more of the matter than that." Mr. Beardmore stated that there had been rumors of a tannery merger for years, but the instance mentioned was the first time he had been definitely approached in regard to the matter. Mr. E. J. Davis of Davis & Company, Newmarket, who was in the city yesterday, admitted that he had heard rumors of a merger, but had not been approached. Mr. S. Morley Wickett of Wickett & Craig, Limited, stated that he had not been approached, and, in fact, had heard nothing of a merger."

RUBBER IN BRITISH GUIANA—A forestry department, acting with the Department of Lands and Mines, prepare regulations under which licences are issued for obtaining timber and the valuable bye-products, rubber and balata. From the crown lands, timber is not allowed to be removed nor cultivation undertaken without a license from the government. The collecting of balata, the condensed juice of the bullet tree, is most extensively carried on. It resembles rubber and gutta-percha in both appearance and consistence, and is largely used as a substitute for these commodities. It is put up for export in sheets and blocks, varying in size, the sheet form being usually the better quality, and then packed in bales or bags for shipment, a large quantity being exported to Germany. The industry is protected by the government. It is necessary to obtain a license before collecting operations can be begun, and a sufficient bond has to be given before a license is granted. A royalty of two cents per pound is also levied. The size of the tree which may be bled, the width and depth of the incisions, as well as the proportionate part of the circumference of the tree incised are governed by regulations. The prices quoted for balata in Georgetown are between 36 cents and 48 cents per pound. The exports during 1909 amounted to 1,033,895 pounds weight. Other products of the forest, such as rubber, gums and oils, are protected, and their collection regulated in the same way as balata. An excellent quality of rubber is obtained from the indigenous tree *Sapium Jenman*, and several other varieties of lactiferous trees are found yielding rubber in varying quantity. The rubber industry is, however, as yet only in its preliminary stages. The export last year amounted to 6,409 pounds.—Dept. Trade and Com.

ITALY AFTER CANADIAN TRADE—In the Chamber of Deputies, Rome, May 2nd, Premier Luzzatti, replying to a question on the subject of the commercial negotiations with Canada, described the difficulties which had been encountered in this matter, but hoped they would be disposed of in such a way that Italy would receive treatment equal to that enjoyed by France and the United States, a settlement which is also in the interest of Canada. The Italian Government might threaten retaliation by placing a prohibitive duty on dried fish, but the Premier earnestly hoped a settlement would be reached without resort to threats. If this hope were unrealized, Italy would join with Germany and Belgium, with which countries she had identical interests, in regard to Canada. In conclusion, the Premier said the Italian representatives will leave as soon as a prompt and satisfactory settlement is in sight. (Loud cheers.)—Ex.

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### PHOTO

and notes in connection with their past history.

☞ YES! We know you're busy but take a few minutes and

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## SHOE & LEATHER JOURNAL

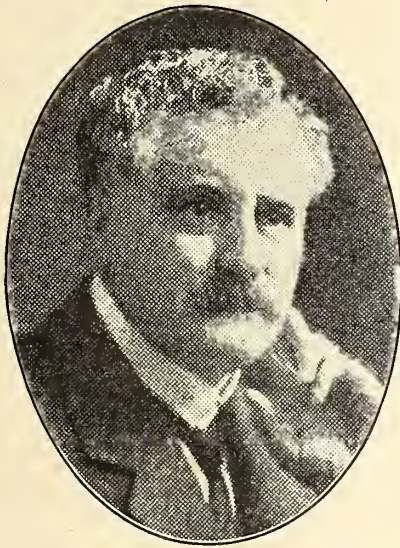
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### DISTINGUISHED VISITORS

On the 27th ultimo the Shoe and Leather Journal was highly favored by a visit from Sir Henry Wittaker and Lady Trickett, who have been making a somewhat extended tour of the United States and Canada. Sir Henry and his estimable lady were in the best of health and have been greatly enjoying their trip. They spent about a week in the city of Toronto, and like all distinguished visitors they were greatly pleased with the "Queen City" of the Dominion. Sir Henry expressed himself quite freely as to his warm appreciation of the cordial welcome which had been accorded Lady Trickett and himself wherever they had gone, bearing out quite fully the reputation which Canadians have acquired for hospitality. He also expressed himself quite emphatically on the present political situation in England. The Lloyd-George budget was founded on correct principles and was certain to prevail. Sir Henry characterized Right Hon. Winston

trevel about June 1st, and feel confident that their product will be a prominent factor in the leather industry before long, the company having more than sufficient capital to run the business and the management being of the best.

**IMPORTANT FACTORY PROMOTION**—The promotion of Mr. John A. Reid to the position of general manager of the Hartt Boot & Shoe Company, was officially announced yesterday by the Board of Directors. Mr. Reid has been connected with the company since it began business here ten years ago and in promoting him to the responsible position of general manager the directors have certainly displayed excellent judgment. Mr. Reid is a native of Iberville Co., P.Q., and although still on the sunny side of forty, he has been identified with the shoe trade for upwards of twenty years. Prior to entering the employ of the Hartt Boot & Shoe Company, he was connected with the Ames Holden Company, first at Montreal and afterwards at St. John. Mr. Reid has been a director of the Hartt Boot & Shoe Company for six years and has been accountant and manager since he entered the company's employ. The sound position which the company occupies to-day is in no small measure due to his keen business acumen and sound judgment. Mr. Reid's promotion is a just recognition of merit and the announcement will be pleasing news to the company's



Sir Henry Whittaker and Lady Trickett

Churchill as a coming man, and spoke highly of the magnificent work which he was accomplishing. It was Sir Henry's intention to visit Montreal and other eastern cities before embarking for home. It was a great pleasure to meet our distinguished friends, and we wish them bon voyage.

**GOOD DEMAND FOR PRODUCT**—The Chicago Tanning Co., 122-130 Michigan St., Chicago, have completed arrangements with the Frazer River Tannery, Ltd., of New Westminster, B.C., to handle their leather. This concern started in January under the management of Mr. C. B. Kirtland, long identified with leading tanners in Milwaukee and Chicago. The heads of the different departments were taken from Milwaukee and are men who thoroughly understand the tanning business. In about two months from now they will be turning out 300 sides a day and before the end of the year will doubtless be running full. The leather is now being cut by a number of shoe manufacturers and is giving the most satisfactory results. The Chicago Tanning Co. expect to open up a store in Mon-

patrons all over Canada, and will be cordially received by the shoe and leather trade in which he has long been recognized as an important factor. The JOURNAL is pleased to learn that the demand for Hartt shoes in all parts of Canada is steadily growing and it looks as if the volume of business this year will be a record-breaker. All of the spring goods have given the greatest satisfaction to patrons from the Atlantic to the Pacific. Orders for fall delivery are beginning to come in and the company will begin manufacturing the goods next week. The Hartt Boot & Shoe Company manufacture nothing but high-grade boots and shoes for men, and their goods enjoy a reputation which older concerns might well enjoy. It is Fredericton's greatest industry and those who have the interests of the city to heart will be glad to know that it is in a flourishing condition and that the outlook for the future is exceedingly bright.

**DEALERS EXTEND PREMISES**—It is stated that the store at the corner of Albert and Yonge Sts., Toronto, occupied by F. T. Proctor, jeweler, has been leased by Baehrack Bros., who occupy the adjoining premises and who are extending their business. For the lease, which has yet four years to run, Mr. Proctor was paid a good sum.—Ex.

## QUEBEC NOTES

It is announced that a new firm has recently been registered under the name of the Crown Rubber Shoe Co., and will start a factory at Limoilou, the new ward annexed to Quebec, with a capacity of at least 2,000 pairs of rubber footwear daily. This will give work to nearly two hundred hands.

Mr. Pierre Blouin is the promoter and about half a million dollars will be the capital of the new company, which proposes to erect an extensive building and equip same with the most up-to-date machinery.

A rubber factory was established about twenty years ago on St. Paul St. and was doing a good business, but was finally bought out by a bigger Montreal concern. At that time very little rubber footwear was used, but since this line of business seems to have increased considerably, consequently it is felt that the Crown Rubber Shoe Co. will receive the encouragement of the trade in general.

The funeral of Mr. Michael McKiernan Lynch took place on the afternoon of Good Friday and was attended by a large company from his residence to the church to show their respect to one whose heart was ever ready to respond in acts of philanthropy to those in sorrow or distress.

The deceased was a native of Quebec, born in 1860. In 1889 he went into the leather and shoe finding business and was the first representative of Barbour's Linen Threads of Lisburn, Ireland. Possessed of a genial manner and keen foresight, his business gradually grew and expanded under his assiduous care and at time of his death he was representative of the two largest tanneries in Canada, The Robson Leather Co., of Oshawa, Ont., and Messrs. Galibert, Son & Co., of Montreal. No man was better known for his sterling worth in Quebec business circles than Michael Lynch and seldom did any one connected with the leather trade in Canada or the United States visit Quebec without calling on Mr. Lynch and being royally entertained during his stay. The sympathy of the leather trade in general and the community at large goes out to the sorrowing relatives in their bereavement. Among the floral offerings made were wreaths from the Shoe Manufacturers' Association of Quebec; Messrs. Tourigny & Marois; Mr. W. Stevens, Mr. C. Stevens, Mr. M. Stevens; Mr. Periera of Boston; James Muir, J. A. Scott, L. S. O'Dell, Richard & Frere, J. M. Gillespie, L. Borne, Emile Galibert, Montreal; A. W. Bonner, Montreal; S. M. Collis, Montreal; Mrs. W. R. Russell and others. The business of Messrs. Lynch & Co. will still run along as usual and in addition to its leather agencies will be representative of the British Dyewood & Chemical Co., under management of Mr. Lynch's nephew, Mr. Edgar A. Shee.

Your correspondent had the pleasure recently of visiting the large factory of the St. Lawrence Glove Works Co., located on St. Valier St. It can be said that very few glove shops are so well equipped, all the most improved machines being employed. The company manufacturers two hundred different styles of gloves, from the cheapest lines to the dearest ones. The St. Lawrence Glove Works is at present in full swing and Messrs. Minguy and Hebert, two of the partners, report that their output will double this year on account of the large contracts they have from every part of the Dominion. The glove industry will surely be numbered among the most important we have in a few years.

On April 14th. Mr. Letourneau, M.P.P. for Quebec East, suggested to the Provincial Legislature the creation of a museum in which apparatus to prevent accidents in factories would be exhibited. A similar museum has actually been established in Montreal. Mr. C. Blouin, M.P.P. for Levis, and also a prominent boot and shoe manufacturer, took a similar position.

The Duchaine Shoe Co., one of our most prosperous factories, is going to have a sprinkling tower constructed.

## NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

A patent has recently been granted to Mr. Lee, of Kettering Eng., for a nailing machine. Mr. Lee's invention relates to a loose-nailing machine for boots and shoes and has a removable raceway with a portion bent into a semi-circular or semi-elliptical curve, and a separator spring-actuated in both its forward and return movements. The separator which is formed to pass first between the points of the nails and then between the heads, is carried on a slide retracted by a spring. The separator is forced forwards by a wedge passing through a slot in the slide, the wedge being carried on the end of a lever which is moved in opposite directions by a cam and a spiral spring, the spring giving the movement which presses the wedge through the slot and thus closes the separator.

Mr. H. M. Bruce, of London, Eng., has been granted a patent for an improvement in toe caps for renovating boots which is moulded from rubber, balata, or like material to form a thickened portion and a bottom flange through which the attaching-screw, etc., is passed.

RUBBER COMPANY INCORPORATED—Notice is given of the authorization in the Province of Ontario of the North British Rubber Company, Limited, a corporation incorporated under the Laws of the Parliament of the United Kingdom of Great Britain and Ireland; to carry on the trade and business of manufacturing and vending articles and goods made wholly or partly of India rubber or other gum and all other articles and goods whatsoever; as also the business of merchants in buying, selling, trading and dealing in the same, and in merchandise and commodities of every description. The capitalization under the above license not to exceed \$40,000.

MR. E. E. DONEVAN, the energetic superintendent of the Cook-Fitzgerald Co., London, has just returned from Boston and Rockbank, where he has been visiting his brother, Mr. A. W. Donevan, of E. T. Wright & Co. Mr. Donevan spent a great part of the time in visiting the large shoe factories in these centres, and no doubt has come home with something up his sleeve for the Canadian trade. We understand that as a result of his visit an entire new line of lasts will, in future, be used by the Cook-Fitzgerald, so we believe Canadian dealers can look forward to something extra fine in high-grade footwear for men.

## BOX TOES THAT COME ALIKE



Made in  
Cork,  
Waterproof  
Felt,  
Combination  
Leather  
and Canvas

SEND  
TRIAL  
ORDER

INDEPENDENT BOX TOE COMPANY

722 VISITATION ST., MONTREAL, QUE.

## GETTY & SCOTT

The initial entrance to the Canadian shoe trade, of what is now known as Getty & Scott, Limited, was made by Mr. E. J. Getty in 1898. Mr. Getty came to Canada from Buffalo, N.Y., where he had spent many years in obtaining experience in the manufacture of children's shoes. Being a practical man



E. J. Getty, President

he saw a grand opening in this country for the manufacture of a line of children's high grade footwear. He was not slow in taking advantage of this opening and immediately took steps towards manufacturing a line that would some day be recognized as one of the finest produced in Canada. That he has been successful in obtaining his desires is evidenced by the fact that to-day Getty & Scott, Limited, is known as one of the largest shoe manufacturing concerns in this country. Mr. Getty began on a small scale in an economical way. He had the right ideas, however, which he combined with plenty of good hard work, the result being that within two years the business had grown so large that it required more than the attention of any one man. It was at this period that Mr. F. S. Scott made his appearance, being taken in as a partner and thus forming the company of Getty & Scott, Limited. Mr. Scott, though not young in years, is very old in experience. He was born and raised in Galt and spent his early days in fitting himself for a commercial career. It was not long before he came well known in financial circles and needless to say, the financial end of the company is in good hands. Mr. Scott has always been prominent in municipal affairs and is at present filling the Reeve's chair. It is whispered that he has designs on the mayoralty. Although great credit is due Mr. Getty for the success of the firm it must be said that in Mr. Scott he had an able helper to whom great credit is also due.

During the number of years that Messrs. Getty and Scott have been in business it has been necessary to increase the size of the plant four times, the last of which was the greatest of all. They have just completed a large addition, consisting of four storeys and basement, which will now be known as the main building. It measures 50 x 100, which means 25,000 square feet of floor space. In addition to this is a tower five storeys high and measuring 25 x 35. The old building contains 21,000

feet of floor space, so that now they have altogether 51,000 feet. The building is solid brick, mill construction throughout, and is practically fireproof. There is not a break in any of the floors, the stairway, elevator and laboratories all being located in the tower, thus it will be seen entrance to each floor is made from the tower. Each entrance is protected by fireproof doors. In erecting the factory, provision was made for any extension which may become necessary in the near future. The architecture is also such that one or more storeys can be added at any time. Only the very best and latest machinery is being installed in the new section, all of which will be driven by electric power, about twenty-five motors being used for this purpose. The entire plant will be heated by steam, the Webster Vacuum System having been installed.

The different departments have been most carefully laid out and are located as follows: The cutting-room on the top floor of the new building; fitting-room on the third; turns and welts on the second, while on the ground floor will be used for storage. The second floor of the old building will be used entirely for McKays and the ground floor for the offices, shipping and warerooms. The basement of the new building contains a large dining-room for the employes. This dining-room is divided into two sections, one for the female and one for the male employes. It can be seen at a glance that in the erection of this new building the interests of the employes were well looked after and everything possible was done for their comfort.

Only first-class workmen are employed by Messrs. Getty & Scott, and each department is under the supervision of men with long experience and executive ability. Mr. John Doherty



F. Stewart Scott, Sec.-Treas.

is in charge of the McKay factory and has been in the employ of the firm for about seven years, coming to them from Rochester, N.Y., where he had long years of experience with such concerns as Utz & Dunn, W. R. Johnston and Dougan, Hudson & Co. Mr. Doherty, it is claimed, makes the finest



F. J. Lashbrook.



Wm. Chamberlain.



W. G. Fallen.



J. Lamont.



Jas. Ogg.



W. W. Lindsley.



Thos. Dowdell.



John J. Doherty.



Fred Idle.

GETTY & SCOTT REPRESENTATIVES AND HEADS OF DEPARTMENTS

McKay shoes produced in this country at the same time keeping the cost within reach of every buyer.

The production of turns and welts is under the supervision of Thos. Dowdell. Mr. Dowdell recently came from the United States, where he had obtained good experience in such large shoe centres as St. Louis, Albany, Rochester and Philadelphia. The line of fall samples of welts and turns which he has produced, it is said, is a revolution of the production of this line of goods in Canada and the dealers upon inspecting samples will no doubt appreciate his endeavors in producing a high-grade line of children's shoes at popular prices.

John Ogg has been with the firm about nine years, having come from Cincinnati, O., to take charge of the cutting-room. Mr. Ogg is also a man of long experience and has been employed in some of the largest shoe factories throughout the United States. To put it in the words of his employers, "At grading stock and superintending he is without a peer."

Mr. F. Idle's connection with Getty & Scott covers a

includes a number of new lasts which are taking well with the trade. Messrs. Getty & Scott now have their own designer, who is continually employed in working on new styles and patterns.

The selling end has also received the most careful attention and the staff of "roadsters" consists of a number of Canada's best traveling shoe salesmen.

The trade in Toronto and Eastern Ontario is looked after by Mr. Wm. Chamberlain. Mr. Chamberlain has been with Getty & Scott for twelve years, which is practically from the beginning, having opened up Ontario and the Maritime Provinces for them. He is so well known in Canadian shoe circles that anything further that might be said about him would be superfluous.

Messrs. F. J. Lashbrook and J. Lamont look after the interests of the concern in Western Canada. Mr. Lashbrook has been with them for about twelve years, the last seven of which he has spent in the West. He has many friends in the



The Home of the Classic Shoe—Getty & Scott, Limited, Galt, Ont.

period of about twelve years. Mr. Idle is in charge of the sole leather room. He is well experienced in this particular department, having spent a number of years in some of the largest factories in the United States. He shows remarkable ability in grading sole leather stock and has a proper knowledge of the way in which to place the stock in order that the shoe will give the greatest amount of wear.

The line produced by Messrs. Getty & Scott consists of infants', children's, misses', little gents', youths' and a strong line of college girls' shoes, in the manufacture of which all the various processes are used. Their leading brand is the Classic shoe. Their greatest difficulty has been in getting their goods out on time. The increased capacity, which is now 3,000 pairs per day, will eliminate this, however, and enable them to make prompt shipment.

The fall line, which is now being shown by the travelers,

trade and no doubt his customers look forward to his semi-annual visit. Mr. Lamont has been with the company for about two years, having taken over part of Mr. Lashbrook's territory and suffice to say, he is making good.

Mr. W. G. Fallen is the representative in Western Ontario, and has been with Getty & Scott for about seven years. He is a man of long experience in children's footwear and knows his work thoroughly.

In the Maritime Provinces they have a good representative in W. W. Lindsley, who has been with the firm for about three years. Previous to this he was with Eastwood & Co., of Rochester. During the period he has been representing Messrs. Getty & Scott in the Maritime Provinces he has increased the business wonderfully and made many friends among the shoe merchants of the east.

## TAKING TORONTO BY STORM

Shoe travelers showing fall samples are evidently taking Toronto by storm. Among those at the King Edward this week are Wm. Chamberlain of Getty & Scott, Galt; J. G. Settle, Hartt Boot and Shoe Co., Fredericton; J. Heffering, representing the



Italy—The Street Story Teller—It is still the custom for little groups to gather and listen to the weird tales of the professional story teller who takes up a collection at the conclusion of the performance

Tetrault Shoe Co. and the McFarlane Shoe Co., Montreal and C. E. Fice, of J. & T. Bell, Montreal.

The line of "Classic" shoes, being shown by Mr. Chamberlain includes a number of new lasts which are meeting with great success. Dealers who have already inspected the line are very highly pleased with it and if it is possible Getty & Scott will no doubt strengthen their excellent reputation which they have maintained in the past.

The Hartt Boot & Shoe Co. specialize in high-grade footwear for men and the fall samples being shown by Mr. Settle are certainly a credit to the firm. The lasts are all the very latest direct from the greatest shoe centres in the States.



The Travelling Cobbler, Naples

Hartt's "Extra Dry" is going stronger than ever this year, in fact, Mr. Settle states that the entire line is taking so well that he will break all records by a big margin.

The Tetrault Shoe Co. have always had a reputation for popular priced footwear, but the line which Mr. Heffering is showing for fall is one that should delight the eye of the most

fastidious buyer. It is really a high grade line at popular prices and it is practically impossible to see where the style and finish could be improved on. Look 'em over is our advice. For the McFarlane Shoe Co. Mr. Heffering is presenting a large range of infants', children's, and misses' turns and Goodyear welts, including a number of new lasts. The line is a very attractive one and is proving to be fast selling.

Among the new lasts included in the J. & T. Bell line of men's boots and shoes for fall is the "Billiken," and it is certainly making a hit with the trade. According to Mr. Fice, the sale has been phenomenal. The other new lasts are also meeting with great success.

The sale of the Dr. Reid shoe, one of the special lines made by J. & T. Bell, is far in excess of any former year, as is practically the case with the numerous special lines made by this concern.

Judging from results so far it certainly looks like a bumper year in all lines. The opinions of the salesmen are very much the same and they all state that the sale of fall goods is far beyond expectations.

THE RUBBER SUPPLY—Mr. F. A. Seiberling, who recently visited South America to investigate the rubber situation, is credited with saying:—"Stories are being circulated to the effect that the rubber supply of the world is being rapidly



exhausted, and that the world is facing a famine, but a careful review of the situation justifies an opposite opinion." Mr. Seiberling points out that of the 70,000 tons of crude rubber produced last year, 40,000 tons were wild rubber gathered along the banks of the Amazon, and that with the completion of the railroad to Madeira in 1911 vaster districts will be made accessible to the rubber gatherer. In addition, he says the rubber plantations in the East Indies are now coming into the market and will produce 16,000 tons in 1911, and within five years a quantity larger than that furnished by the Amazon district. Under the circumstances, he concludes that the high price of rubber will prove to be but temporary.

Mr. Ogg, foreman of Getty & Scott, Galt, has devised a very useful lining cutter's bench. It has

many good features and is worthy of  
**Lining Cutter's Bench** being copied in other factories where linings are cut by a knife. This

bench was the top of a long high box. Under each cutting board is a shute or drop the whole length of the cutting board into which the lining cutters brush their scrap, keeping it thus well enclosed and off the floor. When stock is cut which is not desirable to mix with the other scrap a board fitted for the purpose is placed over this shute and the box is thus closed to all scrap from the cutting board. A trap door in the front of this box near the door provides for removal and bagging.



## NOTES BY OUR REPRESENTATIVE

Trethewey, Karn & Co., boot and shoe jobbers, London, Ont., report business good and prospects the best for the banner year in Canada.

Thorn Bros., London: "Business is the best we have experienced for a number of years. March and April business was away ahead of last year. Webster & Graham, London, dealers in shoe findings and leather, report business very good but on account of dry, open weather, repair men have experienced a rather dull spring.

The J. P. Cook Co., Limited, remark that this has been the best spring with them for several years.

Rowland Hill reports the biggest spring business yet experienced and prospects are that it will be the best year ever. He also congratulates the JOURNAL on the big improvement both in appearance and general make-up.

"We have had a splendid spring trade, a substantial increase over last year," said Mr. Brown of Brown Bros., London, "and the probabilities are that it will continue the rest of 1910."

Roome, Corbett & Co., report business good, also a better grade of boots and shoes being asked for than ever before.

R. S. Simmons & Son find business ahead of last year and from present indications think it will be the best year London has yet experienced.

C. H. Reilly, boots and shoes, Welland, Ont., report business showing a substantial increase in the season's trade. Things generally are in a healthy condition.

When asked as to the state of business, Mr. Edgar, of J. S. Edgar & Son, Windsor, said, "Business is good and prospects the best. Our business this year shows a big increase over the same period last year."

G. H. Wilkinson, Windsor, Ont., reports things in general in this locality to be in a healthy condition. Dealers there are looking for a big year's business.

"Business in Chatham is good," said Geo. W. Cowan, boot and shoe dealer, "and shows a big improvement over last year. All lines seem to be having a ready sale.

Alex. N. Hall, Chatham, states that business generally is brisk. Repairs have been a little quiet on account of the dry spring.

The boot and shoe business in Welland is good, said Mr. McCaw of D. McCaw & Son. Prospects were never brighter and all are enjoying the general prosperity.

C. E. Raven, boot and shoe dealer, St. Thomas, reports that prospects are excellent in his locality, and that they have had a splendid spring trade.

Business generally is good, according to Mr. Dutton, proprietor of Dutton's shoe store, St. Thomas. "We are getting our share, and everyone appears to be sharing in the general prosperity.

F. Sutherland, St. Thomas, reports business good. This has been one of the best springs they have experienced and they are looking for a big year ahead.

MR. H. B. POLLOCK, manager of the Sovereign Shoe Co., Toronto, is congratulating himself upon the success his salesmen are having in placing orders for the Sovereign line of men's shoes, more particularly is this true in the demand for the Puritan patent guaranteed colts. This demonstrates in a great measure, said Mr. Pollock, the sterling characteristics of the Canadian people. They will purchase home manufactured goods in quantities when they are convinced the goods are right, in preference to foreign manufacture. The Puritan patent colt is controlled in Canada by the Sovereign Shoe Co. They have added several new lasts to their present long list, thus rendering it possible to suit every one.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—The market has experienced no changes since last report. The activity still continues amongst the manufacturers who have been very busy completing and shipping spring orders and getting out fall samples. Travelers are now on the road and report good business, being placed. The wholesalers have had a better month and shipments have kept them hustling. Jobbers report a fairly good sorting trade as well as a fairly good volume of business generally. The retail trade was not up to the mark but is improving as the season advances. The changeable weather has helped the rubber trade and better business is reported.

**HIDES**—The market is quiet. There are not many hides coming in, and those arriving are easily disposed of at current prices. The quality of the hides is gradually improving, being less grubby and shorter in hair. Tanners are not buying very freely although a number have their own emissaries out through the country picking up all available stock at the local centres. There is little if any accumulation. Prices have ebbed and flowed slightly, being now quotable at the same figures reported a month ago, having regained a decline which set in at the first of the month. The following are the latest quotations:—

No. 1 inspected steers	11½	
No. 2 inspected steers	10½	
No. 1 inspected cows	11½	
No. 2 inspected cows	10½	
No. 3 inspected cows and bulls	9½	
Country hides (green or cured)	10	10½
Calfskins, city	15	16
Calfskins, country	15	16
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Sheepskins, each	90	1.10

**TALLOW**—There is nothing of special interest to report. The market continues quiet with unchanged prices. The following are the latest quotations:—

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—The market continues quiet, but an improvement is looked for after sheering commences. The following are the latest quotations:—

Washed fleece	20	22
Unwashed fleece	12½	14
Rejects	16	

**LEATHER**—The market continues firm with excellent sales reported. In the main prices have remained unchanged, but splits have weakened slightly and are quoted one cent lower than last month. There is still marked activity in harness leather and the volume of business done is most satisfactory. There is the usual good call from the boot and shoe manufacturers, whose orders have increased very materially. In all grades of leather the demand is good. Light and medium sole in oak and hemlock is in demand with a fair movement in the heavier grades. Patent leather is still popular and in good demand. Colored leathers in tans and browns still lead. Fancy leathers are firm with fair sales in all colors. The following are the latest quotations:—

<b>LEATHER WHOLESALE.</b>		
No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

<b>Harness leather—</b>		
No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37

<b>Hemlock Country Harness—</b>		
No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20
Kip skins, French	1.10	1.25
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	85
French calf	1.35	1.60
Splits, light and medium	25	26
Splits, heavy	24	25
Splits, junior	20	21
Enamel cow, per foot	20	25
Pebble grain	16	19
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**CUT SOLES**—About the usual sales are reported with prices unchanged. The following are the latest quotations:—

<b>OUTSOLES.</b>			
<b>Oak—</b>	<b>Gauge</b>	<b>Price</b>	
Men's No. 1	7-12	30	45
Men's No. 2	7-12	27	42
Women's No. 1	5-8	18	23
Women's No. 2	5-8	16	21
<b>Spanish—</b>			
Men's No. 1	7-12	26	41
Men's No. 2	7-12	23	38
Women's No. 1	5-8	16	21
Women's No. 2	5-8	14	19

<b>TAP SOLES.</b>			
	<b>HEIGHT</b>	<b>PRICE</b>	<b>HEIGHT</b>
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

<b>TOP LIFTS.</b>			
Men's XXX	5½	\$1.35—	75 4½
Men's XX	5½	1.15—	70 4½
Men's X	5	65—	50 5
Women's XXX	5	55—	50 4½
Women's XX	5	45—	40 4½
Boys' XXX	5	70—	60 4½
Boys' XX	5	60—	50 4½

<b>SHAPED HEELS.</b>			
	<b>Size</b>	<b>Price</b>	
Men's	5-8—10-8	8—	15c. pr.
Women's	5-8—13-8	7—	11c. pr.

<b>BOX TOES.</b>			
Men's ¾		5c.	pr.
Women's 2¼		3¼c.	pr.

<b>COUNTERS—Either flat, clammed or moulded.</b>			
Men's ¾		8c.	pr.
Women's 5¼		6¾c.	pr.

**TANNERS' MATERIALS**—No changes have been record since last report. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6½	7
Cod oil, pure Newfoundland, tanked	43	47
Cod oil, Gaspé	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½

# Montreal Markets

**BOOTS AND SHOES**—The market continues without feature. Prices have strengthened in a few lines but on the whole the market is steady and firm. The factories are all busy and reported orders coming in freely. Wholesalers have had an active month with shipments. The same is true of the jobbers, who report a very nice sorting trade. The retailers have been a little dull but a fair average trade is reported. The rubber business was better during the month owing to the unsettled and wet weather.

**HIDES**—The market is kept active by the somewhat keen competition amongst the buyers. The receipts are light and improved in quality. Prices are well maintained on account of the rivalry existing. There does not appear to be any very great accumulation of hides, although the tanners are a little careful about laying in much stock at present figures. They anticipate cheaper hides and are holding off. Dealers are firm and unwilling to make any concessions. The tariff changes are still a vital topic. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	13
No. 2 quoted .....	12
No. 3 quoted .....	11
Country prices—	
No. 1 quoted .....	12
No. 2 quoted .....	11
No. 3 quoted .....	10

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	16
No. 2 quoted .....	14
Country prices—	
No. 1 quoted .....	15
No. 2 quoted .....	13
Sheepskins, each .....	\$1.40

**TALLOW**—There is nothing new to report. The market is quiet. The following are the latest quotations:—

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL**—The market continues rather quiet with enquiries about normal. Prices are unchanged. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—There is a slight falling off in the volume of trade without any reason. The manufacturers of boots and shoes have placed quite a few good orders, but the outside enquiry is not as brisk as could be desired. The export trade is particularly featureless, the inquiries not coming up to the mark. However, an immediate improvement is looked for along all lines. Light and medium weights in sole leather are selling at firm prices. Colored and patent leathers are still in evidence and fancy leather is receiving a fair call at good prices. The following are approximate quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 ..	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L ..	26	27½
Slaughter, oak, No. 2M ..	24	25½
Harness ..	32	34
Wax upper, heavy ..	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color ..	18	22
Patnas, black ..	8	32
North African ..	12	18
Chinese ..	12	36
Box chrome calf—		
A. H. French ..	23	
A. Hm ..	22	
A. M ..	21	
B. H. ..	22	
B. Hm ..	20	
B. M. ..	18	
Veal, other European ..	17	20
Veal X ..	15	18

Grassers .....	15	17
Grassers X .....	14	16
Reject .....	12	14

## Box chrome kips—

A. H., Swiss hide .....	18
A. Hm. Canadian .....	16
A. M. ....	15
B. H. ....	15
B. Hm. ....	14
C. X. ....	13
Reject .....	13 down

## Dull chrome calf—

A .....	20½	21
B .....	18½	19

## SHEEP SKINS.

### Black glaze chrome—

Canadian for upper A ..	9	10½
Canadian for upper B ..	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. ....	9½	
Slats, A. M. ....	9½	
Slats, A. L. ....	9	
Slats, B. H. ....	8½	
Slats, B. M. ....	8	

### Pickle skins for lining—

A common pickle ..	8	
B ..	7½	
C ..	7	
Cape A ..	9	
Cape B ..	8¾	
Cape C ..	7½	
Job ..	5¼	5¾
H Facing ..	8¾	
L Facing ..	8½	
Splits, senior, per lb. ....	21	22
Splits, junior, per lb. ....	18	19
Splits, senior, per foot ..	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot ..	6½	
Splits, Lm, per foot ..	6	
Splits, junior, per foot ..	4¾	
Splits, trimmed, H. M., per lb. ....	23	
Splits, trimmed, M., per lb. ....	22	
Pebble A. L. ....	10	
Pebble A. L. M. ....	10½	
Pebble A. M. ....	11	11½
Pebble A. Hm. ....	11½	12
Buff A. M. ....	11	
Buff A. Hm. ....	11½	
Buff A. H. ....	12	
Table run pebble ..	9½	
Job pebble ..	8	

# Quebec Markets

**BOOTS AND SHOES**—Manufacturers report that there has been a good improvement during the past month. Factories have pretty well cleaned up their spring orders and are putting things in shape to get down to the fall run. The orders coming in are said to be satisfactory and there is every assurance that a better season than last will be realized. No doubt factories will have to face much work for a time, as on account of a recent resolution of the Quebec Boot and Shoe Manufacturers' Association, all manufacturers are to have their samples ready to visit on the 11th July, this being decided at the demand of the jobbing trade, which has to suffer the competition of manufacturers selling directly to retailers. Jobbers are satisfied with the present activity in business and some of them have already booked very good orders. Retailers report sales quiet on account of the unsatisfactory weather. The rubber trade, on the other hand, was better and helped to make up in a measure the falling off in sales of shoes.

**HIDES**—There is nothing of unusual interest to chronicle. The market is quiet, only a fair average business being transacted. The receipts are moderate

and the hides offering are not of a very good class, although improvement is noted. There is at present very little stock in dealers' hands, so that they are not inclined to cut in order to clean up what they have in store. On account of the present condition of the market, the outlook favors better prices, which will surely be obtained in the near future. It will be remarked that our prices for butchers' hides are higher than on other markets; this is the consequence of American and Canadian dealers' competition, which we have recently mentioned. The quotations are:—

Sheepskins ... ..	25	1.00
Sheep clip skins ... ..	15	40
Lambskins ... ..	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	13½
No. 2 quoted .....	12½
No. 3 quoted .....	11½

### CALFSKINS.

City and country prices—

No. 1 quoted .....	16
No. 2 quoted .....	14

**WOOL**—The market is quiet with but few transactions of any moment taking

place. We are yet in the dull season. Short wool is beginning to arrive in fairly good quantities and no doubt on account of this the market next month will be active. The latest quotations are:—

Canadian pulled wool .....	23	30
Washed fleece .....	27	29
Unwashed fleece .....	17	19
Greasy cape .....	19	23
Medium .....	24	26

**TALLOW**—The market remains quiet with prices unchanged since last report. There is a little better inquiry. Extra tallow is quoted at 6½c per pound.

**FISH OILS**—There is very little activity in the market. Business keeps only moving and on account of the small quantities in stock sales effected are for immediate delivery. No changes are registered in prices, which remain firm at the following quotations:—

Cod oil, Gaspé, gal. ....	30	35
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	70	75

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SHOE FINDINGS—Consumption is small in shoe findings and there does not seem to be any immediate prospect of betterment in general conditions on account of the small production of the factories, although a few good sales have been registered and satisfactory supplies are reported on the market. Trade in this line is expected to shape up well shortly. The latest quotations are:—

Leather, friction and fibre board	3½	6
Union leather	8	9
Stiffners, union	1	3
Stiffners, leather board, per 100 pounds	75	1.15
Insole leather	7	8
Leather board, per lb.	2	3

LEATHERS—The leather market has continued to show a good activity during the month, this being the consequence of the demand from other provinces, and principally from the Maritime Provinces. The boot and shoe manufacturers have also been placing orders a little more freely. Harness leather is in good demand. All kinds of fancy leathers are receiving good inquiry and quite a number of sales are reported. The indications are that the present firmness will continue. The following are the prevailing quotations:—

LEATHER.

Harness leather—

No. 1 U. O.	42
Rejected	40

No. 2	38	39
Kangaroo	15	16
Splits, senior, per lb.	33	
Splits, junior, per lb.	32	
Splits, senior, per foot	5	10
Splits, H and Mm, per foot	10	
Splits, M, per foot	7	
Splits, Lm, per foot	6½	
Splits, junior, per foot	5	
Splits, flexible, per lb.	24	
Splits, trimmed, H M, per lb.	34	
Splits, trimmed, M, per lb.	34	
Pebble, A L	15	
Pebble A L M	15½	
Pebble, A M	16	
Pebble, A H M	16½	
Buff, A M	16	
Buff, A H	17	
Moccasin leather, red, per stamp weight, lb.	11	
Oil grain (Quebec) per foot.	18	19
Wax upper, heavy	40	42
Wax upper, light and medium	38	44
Horsehides	3.25	
Glove grain	16	18
Heavy grain	17	19
Patent cow	21½	23½
Patent cow chrome	21	23
Heavy upper	19	20
Grained upper	19½	20½
Scotch grain	20	21
Dongola kid	16	23
Patent kid	36	46
White alum	11	15
Sumac	9½	11
Col. sheep	10	12
Napa sheep	9½	11

India kid	11	13
Patent colt	36	46
Harness	40	42
French kip skins	94	1.05
English kip skins	55	65
Canadian kip skins	61	65
Hemlock calf	70	85
Light calf	70	80
French calf	1.10	1.65

TANNERS' MATERIALS—Business is not very active, but the usual number of sales are taking place. Prices have remained unchanged during the month. The latest quotations are as follows:—

Degras	2½	6
Sumac		\$68.00
Gambier	4½	5½
Hemlock extract	3¼	4
Hemlock bark, per cord	7.00	7.50
Oak extract	3	3½
Mineral tanners' extract	5	6½
Scuth, lb.	3½	

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# American Markets

## HIDES

**PACKER HIDES**—The market has been steady with a strengthening tendency, Native steers having advanced slightly during the month. Fair trading is reported. Native steers brought from 14¾ to 15½c, according to take-off, the former figure being paid for February-March take-off and the latter for February take-off alone. A few Decembers are held at 16c. Spread steers are held at 17 to 18½c, but tanners claim they can supply their needs at much lower figures than the packers are asking. Butt-branded steers in combination with Colorado and Texas steers are quoted at 14¼c. Texas steers alone bring 16¾, 15¾ and 14¾c for heavies, lights and extremes. Colorados were inactive except as sold in combination as above stated at 14¼c. Heavy Native cows, 55 lbs. and up, brought 14¼c for February-March saltings. Light Native cows, under 55 lbs., were held at 13½c for February-March take-off. Native bulls are inactive at 13c; January branded bulls are held at 11½ to 12c. The following are the latest quotations:—

Native steers—		
PACKER HIDES.		
Native steers—		
Spread	17	18½
Heavy	14¾	15½
Light	13¾	14½
Texas steers—		
Heavy	16¾	17½
Light		15¾
Extreme		14¾
Butt-branded steers	14	14¼
Colorado steers	14	14½
Native cows—		
Light	13¾	13½
Heavy	14	14¼
Branded cows	13½	14
Branded bulls	11½	12
Native bulls	12¾	13

**COUNTRY HIDES**—The market is somewhat unsteady owing to the attitude of the tanners who are trying to force prices down by a waiting attitude. Dealers are firm. No. 1 steers, free of brands and grubs, 60 lbs. and up, are in small receipt, winter hides are quoted at 12½ to 13c. No. 1 cows, free of brands and grubs, 60 lbs. and up, bring 12c, but No. 2's were sold at 10¾c. Branded steers and cows, 40 lbs. and up, seem to have been cleaned up at 10 to 11c flat. No. 1 buffs, free of brands and grubs, 40 to 60 lbs., were sold at 12c, there being a fair turnover

at this figure; early hides ranged from 12½ to 13c according to quality. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., bring 11¾ to 12¼c, according to the percentage of No. 1's. Good fall extremes are held at 13¼ to 13½c. There is nothing doing in No. 1 bulls, they are quoted at 11½c. No. 1 kips, 15 to 25 lbs., bring 11½ to 12c, according to quality. Although sales are slow, some dealers have not yet filled all previous orders. No. 1 calfskins, 8 to 15 lbs., were not as brisk as they might have been had not the tanners shown such opposition to the figures asked. Holders were asking 18c for Chicago city skins, but 17¾c was the highest bid. Outside city skins are reported sold at 17½. Light calf runs from \$1.15 to \$1.20 for mixed outside cities and countries. No. 1 horsehides bring from \$3.80 to \$3.90. The following are the latest quotations:—

No. 1 cows	12	12¼
No. 1 buffs	12	12¼
No. 1 extremes	12	12¼
Heavy steers	12½	13
No. 2 heavy steers	11½	12
Heavy bulls	11½	12
Calfskins	16½	17¾
Kips	11¾	12
Deacons	95	1.20
Slunks (packer)	85	90
Slunks (country)	50	60
Horsehides	3.80	3.90

## LEATHER

**OAK SOLE**—The market is strong and in many instances tanners are sold ahead. There is very little to report by way of change in prices, although an easier feeling prevails. The following are the latest quotations:—

<b>Scoured backs—</b>	No. 1.	No. 2.	No. 3.
Light	42-43	39	36-37
Heavy	43	39-40	36-37
Medium	43	39-40	36-37
And other grades in proportion.			
<b>Scoured bends—</b>			
8 to 10 lbs.	48	46	43-44
10 to 12 lbs.	48	46	43-44
12 to 14 lbs.	48	46	43-44

<b>Texas sides—</b>			
XX free of brands	36		
X h'v free of brands	35		
A h'v one brand	34		
B h'v two brands	33		
C h'v more than two brands	32		
<b>Texas bends—</b>			
XX	54		

X	49	
A	47	
B	46	
C	45	
<b>California sides—</b>		
<b>Light—</b>		
No. 1	30	31
No. 2	29	
<b>Medium—</b>		
No. 1	30	31
No. 2	29	
<b>Heavy—</b>		
No. 1	32	33
No. 2	29	
<b>California backs—</b>		
<b>Light—</b>		
No. 1	33	34
No. 2	31	32
<b>Medium—</b>		
No. 1	35	36
No. 2	32	
<b>Heavy—</b>		
No. 1	37	38
No. 2	32	33

**ROUGH LEATHER** — Receipts have about reached the normal and some very good sales are reported at firm prices. Larger sales could be made if the dealers were inclined to make concessions, but they prefer to hold to their figures. The following are the latest quotations:—

<b>Hemlock.</b>		
Card	36	37
No. 1	34	
Steers, No. 1	29	30
Steers, No. 2	30	
P D'g'd	24	25
Bulls	25	26

<b>Oak.</b>			
	No. 1.	No. 2.	No. 3.
Country, light	34	30	28
Country, med.	34	30	28
Country, hy.	34	30	28
Packer, hy.	35	34	

**SPLITS**—There is difference between buyers and sellers consequently the market is dull, the latter will not yield in their prices. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks	26-35	24-30
Crimpers	24-33	23-25
Shoe	26-33	23-29
Junior's better	26	23
Flesh	27-43	31-44
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ANYTHING IN IT FOR YOU?—(424) An experienced and reliable salesman desires to hear from Canadian manufacturers who wish their products introduced in foreign markets. Is shortly leaving on a year's trip around the world for business purposes. (638) An Amsterdam firm, being an important dealer in rubber goods, will be pleased to get in touch with Canadian exporters in that line. (648) A Bombay firm make inquiry for the names of Canadian firms who are desirous of exporting manufactured goods to India. (676) A Lancashire company manufacturing rubber heels, tips and boot polishes would like to arrange for their representation in Canada. (681) A former West Indian who has had several years' business experience in Canada, desires to return to the islands as representative of a few good Canadian firms. Will handle any line. (692) A South African firm of wholesale merchants desire to be placed in touch with Canadian shippers of boots, the f.o.b. price of which would run from \$1 to \$2 per pair for

Kaffir miners. F.o.b. quotations must be given (Montreal and St John). (742) A South African firm desires to be placed in touch with Canadian shippers of boots. Quotations to be f.o.b. Montreal and St. John; freight rates to Durban. (764) A South African commission merchant desires to be placed in touch with Canadian shippers of leather in the piece. Ocean freight rates to Durban. The names of the firms making these inquiries can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward references, particularly if they are bankers' references. In replying to trade inquiries the very fullest information should be given, such as quotations f.o.b., export discounts, shipping weights, gross weights, ocean freight rates and packing charges, if any. Wherever possible samples should be sent. Quote the reference number when requesting addresses.

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VOL. XXIV

No. 6

**JUNE**  
**1910**

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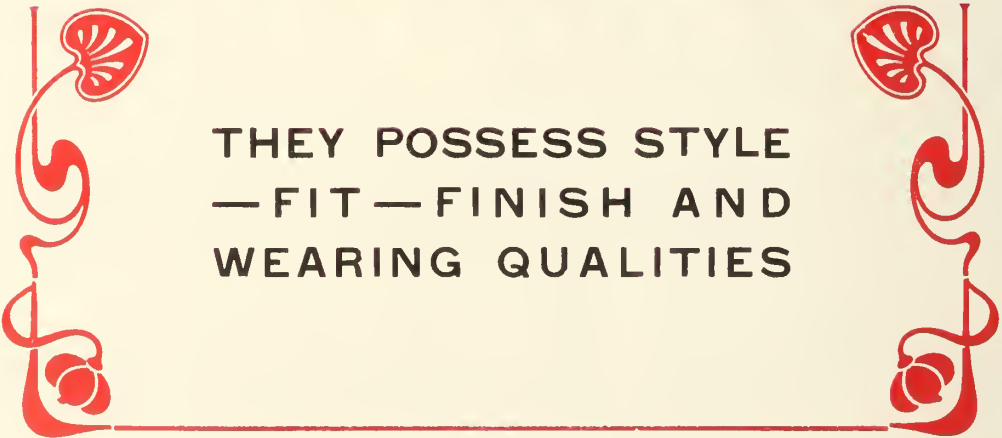
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INSIDE FACTS  
ABOUT  
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**B**ETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none 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 nickel non-corroding barrels. It is impossible for them to wear brassy. They preserve their bright, new appearance throughout the wear of the shoe.

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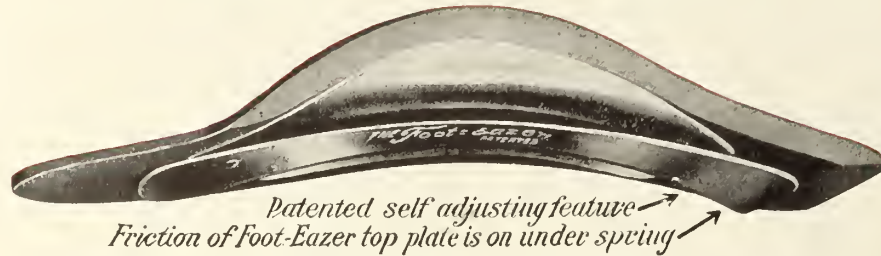
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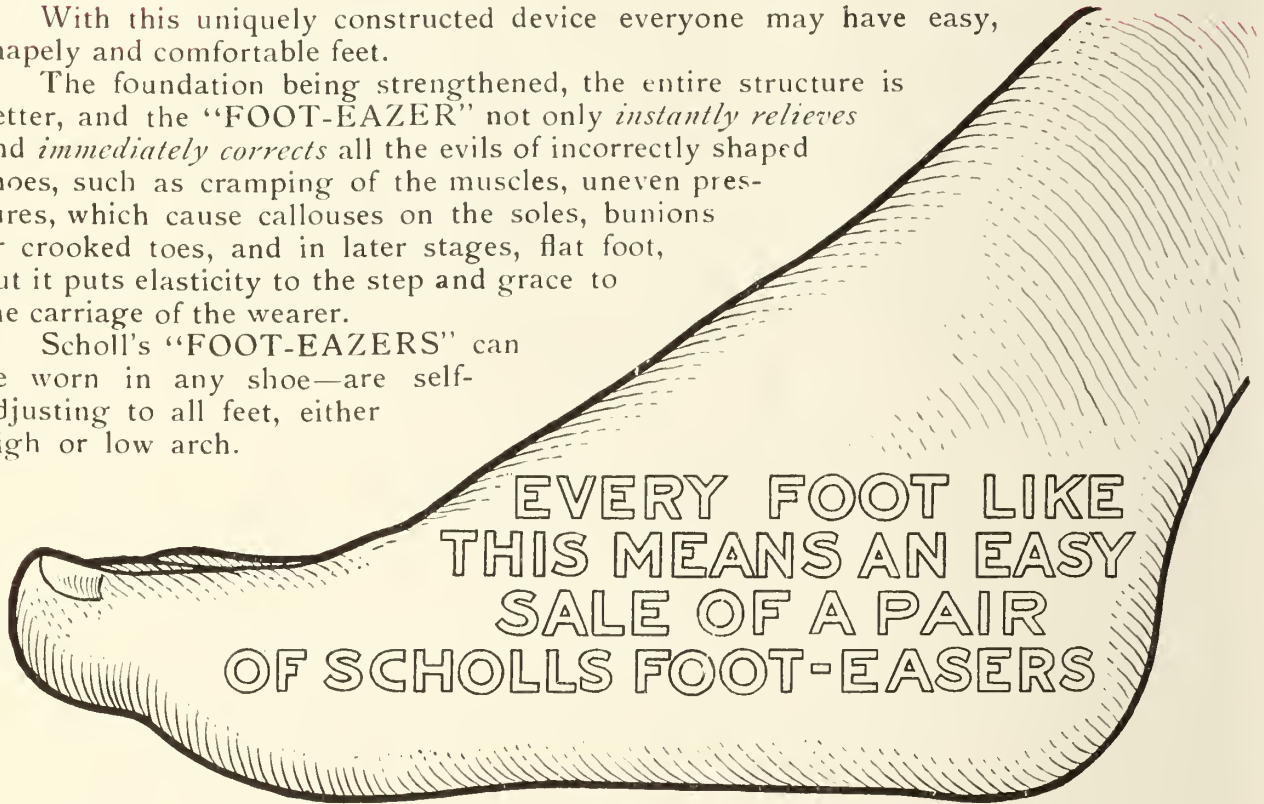
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With this uniquely constructed device everyone may have easy, shapely and comfortable feet.

The foundation being strengthened, the entire structure is better, and the “FOOT-EAZER” not only *instantly relieves* and *immediately corrects* all the evils of incorrectly shaped shoes, such as cramping of the muscles, uneven pressures, which cause callouses on the soles, bunions or crooked toes, and in later stages, flat foot, but it puts elasticity to the step and grace to the carriage of the wearer.

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- 4th. No matter what the trouble may be—if it’s foot trouble—Scholl’s “FOOT-EAZERS” will *ease* the feet. People buy “FOOT-EAZER” quickly, where “supports” would not appeal to them.
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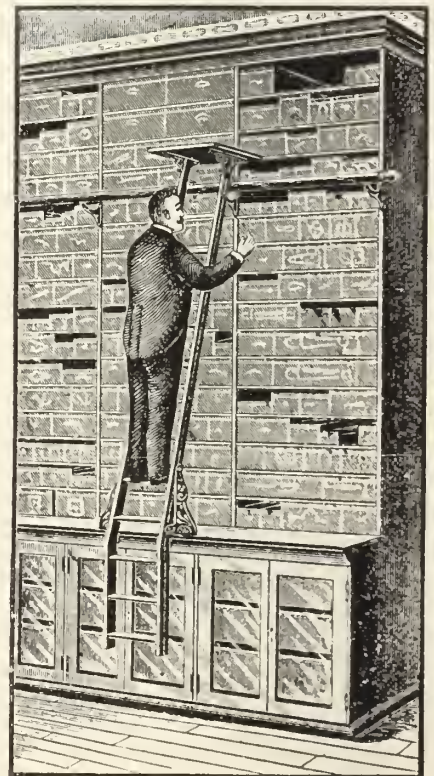
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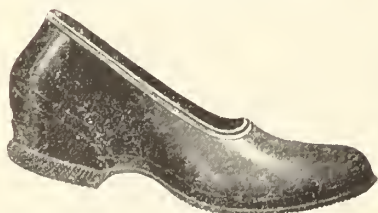
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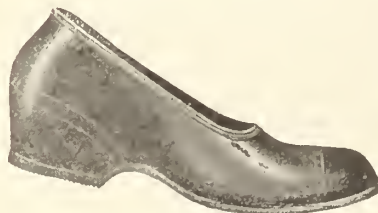
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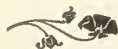
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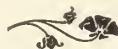
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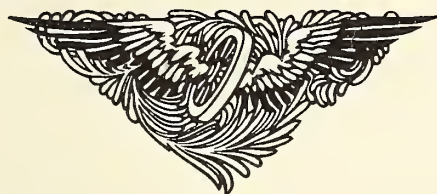
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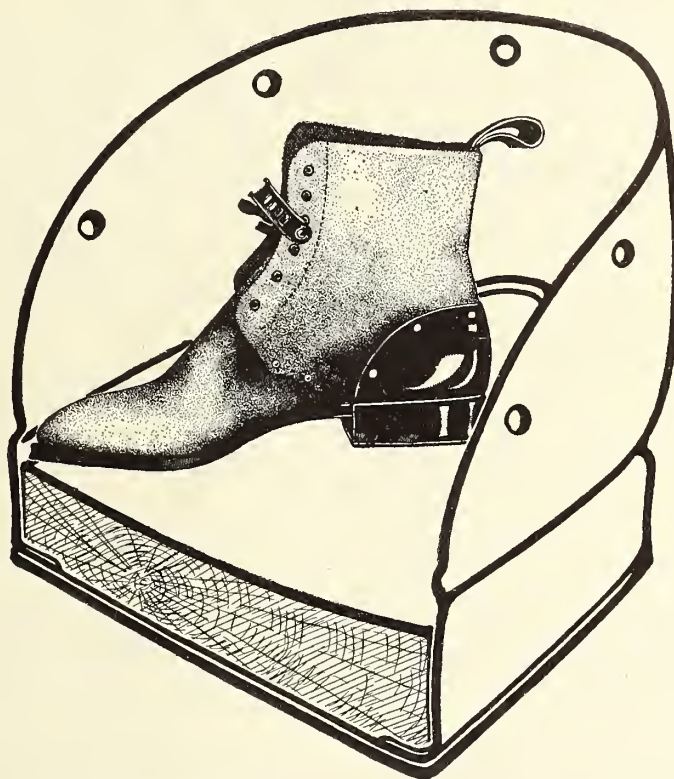
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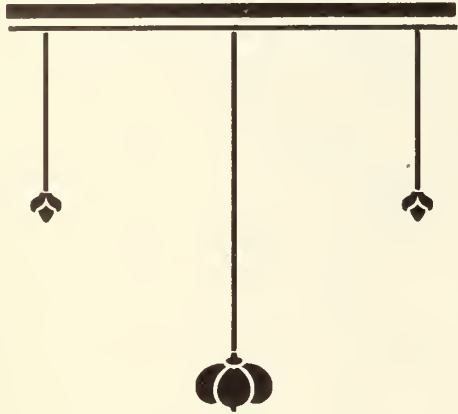
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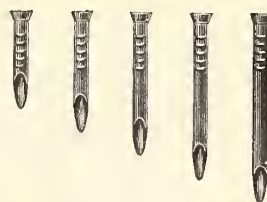
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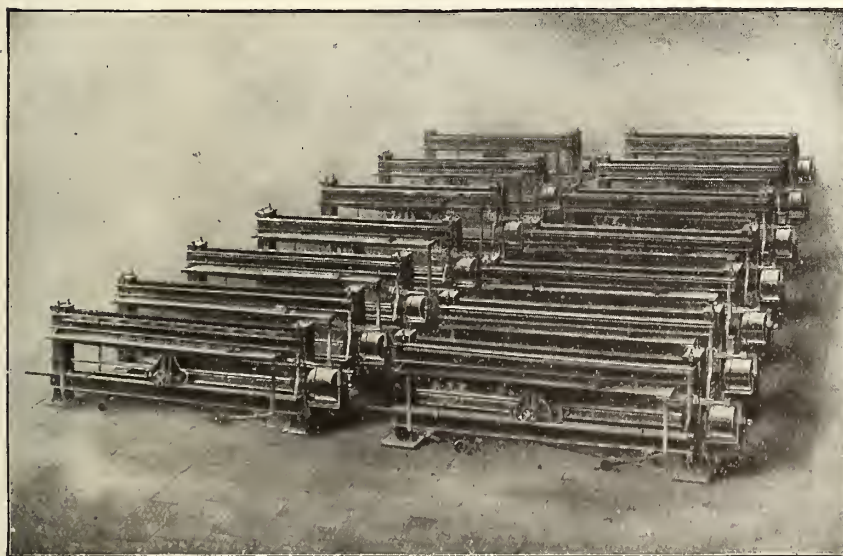
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# THE CANADIAN JOURNAL SHOE AND LEATHER

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## TOPICS OF THE DAY

### HIDES AND LEATHER

All markets in Canada, United States and Europe remain firm, notwithstanding any rumors to the contrary. Of course with deterioration of quality prices may sag slightly—but not enough to cause even a ripple of interest. The tanners have been “up against it.” They have not as yet been able to secure an advance anything like in proportion to the advance in hides. According to rumors there is a combination under way. We have not been able to have the rumor confirmed or absolutely denied. The trade is very close-mouthed on the subject. We will be in hearty sympathy with anything that will enable the tanners to make a decent profit, providing that no oppressive methods are adopted. Everyone must be given a fair show—the man outside the organization as well as the man inside. We want no mere measures used to shut out healthy, legitimate competition. Arrangements or by-laws that will prevent or hinder the success of any probable new-comers or “outsiders” will be strongly and openly opposed.

### GENERAL TRADE

Nineteen hundred and ten is apparently another “boom” year for Canada. Men in all branches of commerce claim to be doing greater and more satisfactory business than in any previous year. As the long established as well as the newer concerns talk in the same strain, this year bids fair to be by far the greatest in our history. Weekly crop reports are now most encouraging. The storms which have laid waste the Western States seem to have passed us by and in their stead we have been given plenty of the much needed “growing” rain.

### THE SHOE FACTORY

If a man were as recently as six years ago to have left the inhabited or civilized portion of Canada and come back for the first time this spring, if he were to judge his location by the shoes of the country he would swear he was not in Canada. We are proud of the fact that no industry has advanced in Canada a whit faster than that of shoe-making. We speak not only of fine lines, but of staples; not only of men's and women's lines but of misses', child's and infants'. The staple factories are “as busy as nailers.” They're hard at it all year-round producing a line of coarser shoes that cannot be equalled by any country in the world. The medium-priced general factories claim to be having the best year in their history. It is wonderful what snappy looking and honest shoes they are turning out. These lines are mainly handled by the jobber and their high standard is no mean factor in the great success of the wholesale trade. The factories making the better grades of both men's and women's are turning out shoes that will stand comparison with any made anywhere and they tell the same old story, “This is our busy day.” Factories making men's or women's alone have, with a few notable exceptions, had a tough row to hoe until recently. Now, however, they have come into their own—they have arrived. We say honestly that we have not seen even in the State of Massachusetts, which claims to be the centre of the shoe trade of the

world, infant's, child's, misses', little gents', men's or women's shoes which can in any particular surpass those made in the specialty factories of Canada to-day. We have peculiar facilities for noting these things—better possibly than even the large retailers in the largest cities. We see all the samples somewhere at some time and the shoes made in Canada to-day will stand all the praise and “boosting” they can receive from the retail trade. To be sure, imported shoes are many of them good—some of them mighty good—but you won't lose anything in the eyes of any of your trade if you continually talk of the quality of shoes “made in Canada.”

### RECIPROCITY

At the present stage of writing it seems almost “sub judice” to discuss this subject. It has apparently been shelved by both the United States authorities and our own until after the Congressional elections next November. The Republican party now in control seems to be up against a hard fight to hold its own. At present it is a good bet either way—on Republican or Democrat. One portion of the Republican party frowns on Taft, another curses Roosevelt, and there lies the split. The Democrats are hot after some one capable of leading them to victory. One section gags at the mention of Bryan, the other group cheers, and there lies a split. However, whichever way the cat jumps, we think we are safe in “laying ours” on no reciprocity. We don't need it, don't want it, and, if the truth must be known, not only can't but won't stand it. On the other hand, to quite a degree the United States does need it—in order to secure our raw materials and market their finished product—and does want it. However, the days when Canada can be bluffed into a treaty so detrimental to her own interests are, thankfully, over. We do believe that the tariffs of both countries could be a little lower to advantage—they should most certainly be equal—but no reciprocity for us.

### THE KING

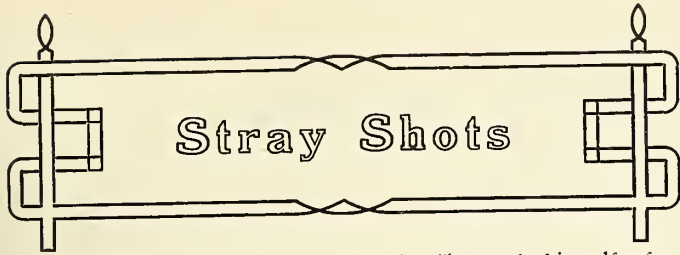
On the following pages you will find a special article anent the late King's demise and the proclamation of King George V. We were in London on this sorrowful occasion and although saddened by the occurrence could not help but find much to profit by. To us in Canada the King seemed almost too remote. To the Englishman and the Londoner particularly he was very near and very dear. The deep sorrow was as if a family had been bereaved of its father. The fact that those who knew him best mourned him the most deeply is a sure and certain guide to the character of the man himself. In him were no meanesses. He was a kingly king, a manly man and a good father. Perhaps the most lovable trait of all was shown during his mother's reign, when he was possibly the hardest-worked man in diplomatic circles in the world, and he allowed his mother to take full credit for all his labors. He was a good son. Dutiful son, manly man, kingly king, loving father—surely will he long be mourned.

### RUBBER TRADE

Raw rubber is out of sight. It has gone up and seems to be nailed, screwed and bolted up. How long will it last? We hope not very long. If it does there will be much “weeping and gnashing of teeth” in the rubber factories of Canada—to say nothing of the warlike jobber and long-suffering retailer. Whether due to South American warehouse manipulation, United States manipulation, or the automobile no one who knows will say. Whoever or whatever is responsible, the condition remains and while it remains the rubber shoe manufacturers are singing to the tune of that pathetic ballad, “Go easy, Mabel.” Coming as it has with the abnormal price of rubber, the strife among the jobbers has been rather amusing to outsiders but very serious to those in the game. Jobbers have booked many orders but they have been small. We think the retailer who has ordered a small lot hoping for further discounts is “in wrong.” Prices will be higher in the fall and winter—and steady. There will be very little cutting after October or November.

### ICH DIEN—I SERVE

“He is holiest who serves best,” says Sheldon, and he is as correct as he usually is. In service we find the foundation of our civilization and of our religion. To serve God above we must serve His children here below. This is no gospel for Sabbath use alone. It works from Monday morning till Sunday night, from January to December. If your stock is honestly good, every time you advertise your shoes honestly you perform a service for which you will be rewarded; every time your clerks laud the merits of your lines they, and you through them, are rewarded; for every man you send away wearing a pair of honest shoes that fit as they are meant to and that are worth what you ask, you and your clerks will be rewarded. There is no surer law under heaven than this. You're a small man and you'll dwarf still more if beyond working for yourself, your wife and your family you don't try by some service, however slight, however difficult, to make this world a brighter place for one less fortunate than you. “Ich Dien” is the motto of our royal sovereign. Service was the motto of the Carpenter of Nazareth—might it not well be yours and mine?



So saith Solomon is the man who "boasteth himself of a false gift." There must have been bankrupt, fire and removal sales in Jerusalem in those days. Oh, the monotony of this eternal din of boasting charlatanism that is misnamed modern business enterprise! It would seem that the man who buys goods in a fair market

and endeavors to sell at a modest margin is engaged in a task more hopeless than the search for the North Pole. The worst of it is, that the public seem to like playing the role of suckers and bite every time the line is dropped with some fresh scheme that appeals to their cupidity. If fire happens to come within two squares of the modern fakir, up goes the canvas sign with its flaring letters announcing the "fire-water-and-smoke sale," and the disarranged store, with the help of a bucketful or so of water, is made ready for the horde of bargain hunters who rush into the trap as soon as it is set. A bystander at a recent fire in this city remarked that some people (meaning those in his business adjacent to the conflagration) seemed to be born under a lucky star, and went away bemoaning the fate that located him so far from the scene that he could not get his paint brush and advertising quill to work. The man who chooses this cyclone or sirocco method of doing business makes a big stir and seems to prosper; but we have never known anyone to build up a lasting fortune on such a foundation. More than that, in the very nature of things character as well as means are shrivelled inevitably by the process.

Some men seem to think their heads fulfill the purpose for which a beneficial Providence intended them when they absorb three meals a day and afford a means of displaying the latest ideas in hats. Like the dog with the chronic "tired feeling," who used to lean against the fence to bark, the process of thinking is so exhausting that with many it is only indulged in at long intervals. People let out their thinking. In politics there are few men who can give a reason for being on one side or the other beyond echoing the sentiments of some wily politician or loud-mouthed demagogue. Religious opinions and convictions, in a majority of cases, are the absorbed product of other minds. A good deal of intellectual swallowing is done by those who would doubtless resent the imputation of credulity. Some who prate about their priest-ridden neighbors are quite as effectually saddled and bridled, if they only knew it, as those they pity. This is an age of brilliant mental effort, but the brilliancy seems to be largely borrowed. What the world wants is more independent individual thought. Let business men quit the ruts and cut out thinking paths for themselves. An hour of careful thought and wise planning is worth a whole day of aimless plodding. "Ponder the paths of thy feet, and let all thy ways be established."

Many an unmarked pauper's grave contains the remains of a man who, had he respected this precept, would have left at least his name to the world. With some, the mania for "lawing" seems to be hopelessly constitutional. They "law" their friends, their neighbors, their customers, creditors and everyone who chances wittingly or unwittingly to cross them. It is from this class of cranks that lawyers reap their richest harvest. We have in mind a man who went to law over a load of cordwood, and carried on the litigation until it absorbed a farm of a hundred acres and as comfortable a home

as a man ever had, all for a consideration of less than five dollars. That man died without money enough to decently bury him, and had it not been for the kind offices of those who knew him in his days of prosperity he would have found his last resting place in the potter's field. Doubtless hundreds of similar cases might be recounted. Hotheadedness is a deplorable weakness that ought to find no palliation with business men. The man who jeopardizes the interests of his family, as well as his own, for the sake of mean spite or thirst for personal satisfaction, ought to be put in a straight jacket. Law is a good thing in its place, and sometimes it is necessary in settling the meaning of statutes or in adjusting other difficult matters; but in the majority of cases differences can be arranged with a little mutual patience and forbearance. In any case, "Strive not against a man without cause." Beware of uncalled-for interference with your neighbor.

This world never saw the day when it did not take off its hat to Truth, no matter how it had to dodge its shafts. The unjust as well as the just accord it homage. Sham and hypocrisy are not normal traits with humanity. The thief respects the upright man, and the liar honors truth in spite of his moral obliquity. Some scallawags can tell an upright man how to live better than the most accepted authority on ethics.

It is a strange fact that money gotten by fraud and crooked dealing never stays in the possession of those that make it. The other day we heard of a man, on his own confession, stole a fortune a few years ago, and was until recently apparently enjoying the fruits of his dishonesty without prospect of molestation. A strange thing with man's law is, that one can steal and escape jail, if he only does it in the right way. This man, however, could not escape the divine law, that decrees that "Wealth gotten by dishonesty shall be diminished," and "He that by usury and unjust gain increaseth his substance, shall gather it for him that shall pity the poor." Only the other day he was left high and dry with his ill-gotten gains scattered to the winds. A man came in last week who is not noted for talking morality of any particular type, and who has had a fair chance to prove what there is in the doctrine, "Look out for number one regardless of number two." He made this startling confession, in the course of a conversation in regard to shady business transactions: "I have touched dirt, and by — it has stuck to me right through." This is a stray shot from one who probably scoffs at Solomon's injunction: "Devise not evil against thy neighbor."

"To do justice and judgment is more acceptable to the Lord than sacrifice." (Prov. 21:3). Sniffing sanctimoniousness and ostentatious liberality on one day in the week will not atone for the crookedness and meanness of the other six. There are some merchants who, if the last man who sold them a bill of goods were shown into their pew on Sunday, would be as uncomfortable as Dives in Hades. If we could get Monday levelled up to Sunday, times would be better, and the world brighter. The man who pays twenty cents on the dollar to his creditors, and whose "princely givings" are heralded to the world, is an offence to the Almighty as great as Sodom and Gomorrah, if we are to believe Solomon and other Scripture writers. The man who wrings unjust allowances from people from whom he buys goods may profess entire sanctification, but he is a sanctified thief just the same. "Ye cannot serve God and greed."

*Solomon*

## A Week of Gloom in London

BY THE EDITOR

The weather in London during April was, according to Londoners, quite the most disappointing and dispiriting of any experienced for years during that month of unsettled atmospheric conditions. "Do not imagine this is London," was the constant apology volunteered on the part of many who like an old bus-driver remarked with pride, "There is only one London." Cold, rain, sleet, and general murkiness prevailed almost continuously, with just enough occasional sunshine to remind one that the season was not winter but spring. Visitors in heavy wraps, and especially those from southern winter resorts, asked themselves why they had left summer skies and smiling flowers to endure the gloom and misery of a slowly dying winter.

It was amid such conditions as these that the late King returned to London when we had the opportunity of seeing him for our first and only time. It was during one of the intervals of comparative sunshine that he landed at Victoria Station and with the Prince of Wales (now King George V) drove quietly through the cheering crowds to Buckingham Palace. Notwithstanding his previous slight illness at Biarritz he looked hale and hearty with no outward indications of serious physical or other disability. He responded graciously to the plaudits of the spectators as the carriage passed along and appeared pleased at the welcome Londoners have ever been ready to accord him on his return to the city. Probably no sovereign, not excepting the late Queen Victoria, ever appealed to Londoners as did King Edward VII. As the bus-driver already referred to quaintly put it when his name was mentioned, "The

King is as good as gold, sir, and the Queen is better." From the expressions that dropped here and there from all classes on the day of his return gathered to meet him, one might imagine that it was a beloved father rather than a sovereign they had come to greet. There was no thought that this home-coming would be his last, and unattended as it was by any pomp or display, for there was neither guard nor escort, it was a fitting close to the career and reign of one whose ambition it was to be all to the nation that a father should be to his children.

Those only who endured the following week in London, or for that matter in England with the sudden and drastic changes in weather and temperature can understand how their evil effects must have been accentuated with one who like the King had come from the genial warmth of a southern climate. The darkness, gloom and wet of the first week in May was almost unbroken by any glimpse of the sun. On the Monday of the King's return from Sandring-



King Edward VII

ham the sky was so overcast and the fog so dense in London that gas and electric light was necessary on the streets and in the shops. At the British Museum, which offered a refuge from the general inclemency of the weather to those visiting the city, they seemed unprepared for the darkness and actually closed some of the exhibits for the time being. We had the opportunity, nevertheless, of inspecting some of the best results of archaeological research such as the ancient tablets and other relics of Assyria, Babylon, Nineveh, Egypt and other places that are now but names. The collection of manuscripts and autographs was

also most interesting, containing letters and memoranda of celebrated kings, queens, public men, authors and poets whose quaint signatures and quaint words awoke strange thoughts as to time's transforming finger. On Tuesday and Wednesday we had an opportunity of visiting the celebrated old burying ground of Bun Hill on City Road, where lie the bodies of John Bunyan, Isaac Watts, Susanna Wesley and many others just as well known. Opposite this burying ground is Wesley's Chapel. We had the privilege of inspecting the house where John Wesley, the founder of Methodism, lived and died, of sitting in his study chair and standing in the little oratory just off the bedroom where he passed away.

Two hours of sunshine on Thursday of that first week in May afforded an opportunity of visiting the Zoological Gardens and Regent's Park.

The former contains probably the most complete collection of animals, reptiles and birds in the world. The people, the animals and even vegetation seemed to enjoy the little glints of sunshine that came between the showers.

Friday, not so gloomy as to weather as

the preceding days, brought the first note of alarm and dread to the nation. The King was ill. The bulletin posted announced his condition as "giving cause for grave anxiety." Serious as this appeared to many, the majority were prone to consider this bulletin as attributable to over anxiety on the part of the royal medical advisors. It seemed unbelievable that a mere cold should so speedily bring about such a serious condition. So that while there were little groups about Buckingham, as we passed at noon on the sad day of the King's passing away, no one seemed to think anything of them on account of the continuous flow of visitors to this section of the city. The palace is always a centre of attraction and at this time His Majesty's reported illness could not but attract a few more to the vicinity.

In spite of his condition and the grave concern of his advisors it is said that till late Friday afternoon the royal patient scouted the idea of danger, declaring that he was "all right" and refusing to be treated as an invalid.

The end came with almost as shocking suddenness to those surrounding the King as to the people and nation without the palace gates. Shortly before midnight he whom the people but a few days before had greeted with glad huzzas upon the streets, was no more. The brief message carried to the newspaper men, "The King is dead," flashed from man to man, from city to city and across the seas, casting astonishment, awe and grief over the wide world, bringing home with startling vividness the truth, "In the midst of life we are in death."

So much has been said about the life and character of the late King that it would be unnecessary as well as unwise to attempt anything like a panegyric in this brief account of a week fraught with so much moment to our Empire and the world at large. It is interesting, however, to consider the



St. George's Chapel, Windsor, where the late King is buried.

King amongst kings and man amongst men" that shows up the brightest where he was intimately known—where his personal as well as his kingly qualities were ever in the "white light." As a man he stands as high with the costermonger as with the duke. He loved to come and go amongst his people as one of them, yet never forgetting that he was King. In this as in his simple, direct straightforwardness he won the love and esteem of his subjects. In the nine all too short years of his reign he has made for himself a place in history such as will not be transcended by any British monarch of any period. He never spoke truer words than when he uttered with what was almost his last breath, "I think I have done my duty." Truly was he proud to be bearer of the motto "Ich Dien"—I serve.

## The Proclamation of King George V

Some of the customs incident to the death of a British sovereign and the establishment of his succession while more or less "out of date," cannot but command the respectful attention of the nation. The King never dies—the death of the one who occupies the throne is then designated "The demise of the crown" and thus the old saying, "The King is dead! Long live the King!" is literally fulfilled. On May 9th London witnessed the strange mediæval custom of proclaiming the new King.

With stately ritual, King George was publicly proclaimed to be "our lawful and rightful liege Lord, George V., by the grace of God, King of the United Kingdom of Great Britain and Ireland and its Dominions beyond the Seas, Defender of the Faith, Emperor of India." In London the historic event was witnessed by thousands of persons who had assembled at the various points fixed by the Earl Marshal:—

Friary Court and  
St. James' Palace.

Charing Cross.

Temple Bar.

The Royal Exchange.

It was a dull morning for the brilliant ceremonies associated with so historic an event — a morning that broke grey and threatening, with heavy clouds scudding across the sky, and in the air a touch of winter. Yet the ceremonial lacked for naught in color and bravery, and all the glory of mediæval pageantry the like of which is

seldom seen, went to make a moving picture for the eye, gorgeous in the extreme.

The scene at St. James' Palace, the central proclamation point, was one to stir the imagination, the dominant note being scarlet and gold. From an early hour there had been the movement of troops, preparing the way for the coming ceremonial. First into the courtyard there rode a King's escort of Life Guards, traditional accompaniment of royal display; then came a King's guard of Coldstreams, carrying the color draped with erape pendant, followed by the regimental band. Lining up, they kept the courtyard clear for the officers of the Army, whose presence was to add another splash of color to the picture. A clatter of hoofs, a stir in the gathering crowd, and there galloped into the Palace yard a glittering troop of horses—the flower of the British Army—well-known members of the Headquarters Staff.

As nine o'clock approached every neighboring roof, tower and balcony, sprang into life. From the windows

of Marlborough House, the royal residence opposite, the blinds of which were ever so slightly raised, the King and Queen, who did not appear in view of the public, were interested spectators of the scene as it slowly unfolded itself. Inside the walls that surround the Marlborough House garden, and easily recognizable by the crowd, were the children of their Majesties, the Duke of Cornwall, and Prince Albert, Prince Henry, Prince David, and Princess Mary. As befitted the sons of a sailor King, all four Princes were in sailor costume, the two elder in their uniforms as cadets, the two younger in sailor suits, and Princess Mary in black beneath a warm cloak of dark grey. The Duke of Cornwall and the two elder of his brothers made

a little coterie of their own, and it seemed to the spectators below that the Heir-Apparent was engaged in explaining the quaint and archaic procedure to the younger two. With the Princes were Lord Rosebery, Lord Kitchener, Sir William Carrington, Lord Annalee and the various other members of their Majesties' household.

And now the low balconies which overlook Friary Court, striking in their drapery of crimson cloth, began to assume a spectacle of historic interest. To the front there stepped the gorgeous company of heralds, resplendent in their sumptuous mediæval costumes. First to appear were the trumpeters, in scarlet



King George V

and gold, their old-world costumes carrying the mind back to the spacious days of the Tudor period; then came the Earl-Marshal of England—the Duke of Norfolk—wearing the Garter ribbon over his scarlet tunic. Nine o'clock boomed from Big Ben, and, punctual to time, the State trumpeters blew a clear, piercing fanfare on their silver trumpets that rang sharply out, hushing as if by magic the great, far-stretching crowd into solemn silence.

Then, in the pause, the resplendent picture of the ceremonial took on distinctive lines. The heralds in their gorgeous tabards and their black velvet caps—figures drawn, as it were, from Old English history—made the balcony a wonderful spectacle of color. All the renowned functionaries of royal pageantry were there to give historic splendor to the occasion, functionaries with names the very sound of which spells romance—Garter King-of-Arms, Norroy King-of-Arms, and Somerset, York, Windsor, and Chester Heralds, attended by their pursuivants, only little less gorgeously attired, Rouge Dragon, Rouge

Croix and Blucmantle, all aiding in the splendid scene.

In the glittering company, too, could be seen the carrier of the Great Mace, traditional symbol of authority. Then Garter King-of-Arms (Sir Alfred Scott-Gatty) stepped forward, the most sumptuously-tabarded figure of all his fellows, and in clear, loud voice, distinguishable by the crowd around, he unfurled the great parchment and read the Proclamation that told London another King had ascended the Throne, the words of the Proclamation, a fine piece of English prose, being as follows:—

"WHEREAS it has pleased Almighty God to call to His Mercy our late Sovereign Lord King Edward the Seventh, of Blessed and Glorious Memory, by whose Decease the Imperial Crown of the United Kingdom of Great Britain and Ireland is solely and rightfully come to the High and Mighty Prince George Frederick Ernest Albert:

"We, therefore, the Lords Spiritual and Temporal of this Realm, being here assisted with these of His late Majesty's Privy Council, with Numbers of other Principal Gentlemen of Quality, with the Lord Mayor, Aldermen, and Citizens of London, do now hereby, with one Voice and Consent of Tongue and Heart, publish and proclaim, That the High and Mighty Prince George Frederick Ernest Albert is now, by the Death of our late Sovereign of Happy Memory, become our only lawful and right-Liege Lord George the Fifth by the Grace of God, King of the United Kingdom of Great Britain and Ireland, and of the British Dominions Beyond the Seas, Defender of the Faith, Emperor of India:

"To whom we do acknowledge all Faith and constant Obedience, with all hearty and humble Affection; beseeching God, by whom Kings and Queens do reign, to bless the Royal Prince George the Fifth with long and happy years to reign over Us."

During the reading of the Proclamation the spectators reverently uncovered, and officers and men stood at the salute. Across at Marlborough House the young Princes also stood at the salute. At the point in the Proclamation when Garter King-of-Arms came to the mention of King Edward's death, a perceptible murmur of sympathy went through the crowd. The reading finished, Garter King-of-Arms raised his cocked hat at arm's length, and in lusty voice called "God Save the King." The Earl Marshal of England followed with a similar aspiration.

Then as the color of the troop in the courtyard below was being lowered, the silver trumpets sounded another fanfare, and from the Guards' band blared forth the National Anthem. Simultaneously the Royal Standard was run up mast high . . . and King George V. had been proclaimed to the throne. Across the park came the reverberating sound of joy-guns fired from a battery of Royal Horse Artillery. As the echoes of the accession salute died away, the crowd fringing the courtyard took up the cry, "God Save the King." Along the Mall and into St. James' Street the roar broke forth, swelling into a huge pæan of loyalty that rose sweetly on the still morning air.

The band played the National Anthem, and then again came an unrehearsed item in the programme—all the more welcome to the King and Queen watching opposite because so entirely spontaneous—someone in the crowd, possessed of an excellent tenor voice, started the National Anthem, and at the first bar the entire assembly joined in,

the volume of sound reaching to the confines of the Mall. The young Princes, who, while the National Anthem was being played had stood at salute, took up the refrain. It was a great popular outburst, the first real demonstrative sign of the morning, and it must have fell welcome on the ears of their Majesties watching opposite from the royal residence. There was a pleased expression on the faces of the young Princes as the enthusiasm died away. They turned towards



The King's Herald—Challenged by the City Marshall at Temple Bar.

the window where their Royal Majesties sat, but their glances were too late, for the blinds were just being lowered.

The word of command rang sharply out in the courtyard; the Horse Guards moved about and drove away, the group on the balcony melted to form another picture elsewhere, and the crowd breaking from the compact mass swarmed into the streets beyond; the Herald's party, under a cavalry escort, meanwhile, proceeding eastward to repeat the reading of the Proclamation at other points en route to the city. So an historic scene came to an end, and so in the courtyard of the old residence of the Kings of England King George V., by the Grace of God, came by his right.

The first halt the cavalcade made on its way to the city was at Charing Cross, where dense crowds lined every avenue of approach. Flags were flown half-mast on all sides, and here and there one caught the mourning note

of black and purple on draped balconies from which the spectacle was viewed. The entrance to the Strand, where the Proclamation was read, held a huge mass of people. Scots Guards kept the line of route, their draped colors flapping mournfully in the cold breeze. The Proclamation, heard in solemn silence, was followed by hearty cheering and the playing of "God Save the King" by the regimental band. Without the pomp and circumstance of the preceding ceremonial, this demonstration partook of much the same fervent expression of loyalty.

For a brief moment the Heralds made a bright gleam of color in the grey Strand, and then the cavalcade swept on again, past the long lines of the grey-coated Coldstream Guards and Grenadiers, past the lines of the scarlet-clad Life Guards, past the dark-cloaked Blues, until Temple Bar was reached.

At the entrance to the city the Lord Mayor (Sir John Knill), wearing his robes of state, and accompanied by the Sheriffs and Aldermen, awaited the arrival of the Proclamation heralds. With the Lord Mayor, too, came the Recorder, the City Remembrancer, the Swordbearer, the Macebearer, and Common Councillors. A scarlet cord guarded by a line of police had been stretched across the roadway at the city boundary, challenging the right of entry. As the Heralds approached the state trumpeters sounded a fanfare, and the City Marshal gave the historic challenge, "Halt, who goes there?"

The reply given was that they were the King's Heralds, who had come to proclaim his Royal Majesty, and they craved permission to enter the city. For a moment there was suspense, and one trembled to think what would happen if the Lord Mayor declined to give the requisite permission. What would be Rouge Dragon's attitude, and what would Bluemantle Pursuivant decide to do? But the Lord Mayor signified his assent to the petition of the Heralds, the scarlet cord was withdrawn, and the King's Heralds passed into the city, followed by the civic dignitaries.

At the junction of Chancery Lane with Fleet Street, under the shadow of the Griffin, York Herald read the Proclamation, the band of the Irish Guards again played "God Save the King," and the crowd vigorously acclaimed the new Monarch.

Then once again the cavalcade pricked its way in the direction of the city, the Lord Mayor, Sheriffs, and the city representatives following, whilst the Camerons gave

them clear passage. The Royal Exchange was the scene of the last reading of the Proclamation, the press of people here being enormous. Spectators swarmed on to the roof of the Bank building, on to the roof of the Royal Exchange, and every balcony in the neighborhood was alive with human folk.

This was followed by a fanfare from the State trumpeters, and then the Herald read the Proclamation, the words of which reached only a small portion of the many thousands gathered in the space between the Mansion House and the Bank. Three cheers were given for King George and three cheers for Queen Mary, the demonstration being a most impressive and hearty one. Then the National Anthem was spontaneously sung, without the accompaniment of the band; those people who had neither seen the Proclamation spectacle nor heard the words of the Proclamation regarding this as the most satisfactory part of the proceedings. A thousand voices swelling the one-solemn refrain rose above this point (the hub of the

city), and along Cheapside and Queen Victoria Street the song was taken up till all London seemed to resound with the musical pledge of loyalty. They sang it on the uttermost roofs and on the pavement below, heads bared the while; every one in that great concourse of people, old and young, joined his voice to that of his fellow; and so it was with one tumultuous burst of song that the city testified its loyalty to the new King—an impressive demonstration.



Arrival of the King's Herald at the Royal Exchange, to proclaim the New King.

before whose simple grandeur all pomp and glitter of heraldic ceremonial seemed to dwindle into insignificance.

In connection with the accession of George V. the following prophecy by Mr. Alfred J. Pearce in 1867, when Prince George was a mere baby, will be read with interest:

"The regal sign of Aries occupied the eastern horizon at the moment of birth (namely, 1h. 18m. a.m. of June 3rd, 1865, according to the official bulletin), and Mars is in Leo, also a regal sign. In this truly royal nativity we find three planets dignified. From these positions we may conclude and predict that this Prince will, if he live, become King of England, under the title of George V. The Prince will, in mind and taste, greatly resemble his grandfather, the good and great Prince Albert. Indeed, England will be proud of her fifth King George, and his fame shall descend to posterity as one of the best and wisest of Monarchs. The position of Jupiter pre-signifies a very prosperous and peaceful reign."



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# Hello! Hello! Hell—Hold It!

## Canadian Boot and Shoe Manufacturers and Dealers

With progressive ideas should look well into our *Cork Sole Shoe* and *Rubber Welting* (constituting the *Walpole "Dry Foot Process"*). Don't overlook our *Backing Cloths*, our *Improved Felt Box Toes* for turned shoes. Our *Felt* and *Rubber Box Toes* for McKays and Welts are waterproof and cannot be broken down—remember them. In all of these as in all of our other special products "*Walpole Quality*" predominates.

☞ The adoption of these specialties means a largely increased demand and a highly satisfied trade and the extra cost is inconsiderate.

☞ Do not finish up this season's samples nor arrange for any great output of shoes until you have seen a demonstration of our work. Hold your orders till you can satisfy yourself—and incidentally your trade.

☞ A list of highly-pleased American Manufacturers now using our specialties will be mailed upon request.

☞ There is now no reason why Boots and Shoes of Canadian Manufacture should not hold equal rank with the American product—provided always that the same materials and workmanship are employed.

### Let Us Help You To It!

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REMEMBER WE MAKE

**CATSPAW  
RUBBER HEELS**

They are quality with a capital Q




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**Walpole Rubber Company**  
MONTREAL Limited

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## Made Right Down to the Minutest Detail

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There is no portion of the shoe so unimportant as not to require the most careful attention in its manufacture.

It is the little details that count in making a shoe fit nicely, appear stylish and give the utmost comfort to the wearer.

The material entering into the manufacture of our shoes is most carefully selected from the best stock obtainable.

Our factory is equipped with the most modern machinery for the proper handling of this material by expert workmen.

And this is the reason why our Boots and Shoes in all grades give the maximum of satisfaction at the minimum of cost.

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**WILLIAMS  
SHOE CO.**

**BRAMPTON - ONTARIO**

## Honest Leather in Your Staples

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When ordering your fall goods you might as well know what you are getting. There is nothing better than

### Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

### Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

### Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

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**A. Davis & Son**

Limited

**Kingston, Ont.**

# Shoe Store Summary

In spite of the vagaries of the weather, dealers everywhere have been reaping their share of the business and it is pretty nearly their own fault if they are not gathering in their share of the profits. Prosperity waits for some people around the corner with a stuffed club, but as a general rule you have to get after it with your running boots on. At the present time it looks as if all the dealer has to do is to waken up enough to grab it as it's going by. The question of prices seems to be pretty intimately connected with current footwear merchandizing, especially from the retailer's point of view. "Get a price" seems to be the motto required. One of the most successful dealers of our acquaintance has steadfastly refused to let the cut-price microbe get the better of him. People are not so critical of prices so long as they get good value for their money. It is the old story over again of poor goods being dear at any price. Get the goods and then ask the right price. Get the old fixed price idea out of your head. The only standard known to the public is good goods at reasonable prices.

Tan shoes have evidently been selling well nearly everywhere in spite of the changeable weather conditions. Summer goods have also been selling to some extent, the effect of the cold and wet weather evidently being to retard selling somewhat and to spread it over a longer period. The total business done, however, promises to be most satisfactory. Tan goods have had an immense run on the other side of the line, and one authority on the subject predicts that from the nature of the present demand, everything promises that colored kid and calf will meet with greater popularity in the spring and summer goods of 1911, and dealers will take care to be better stocked on colored leather a year from this time than they are at present. It has also been suggested that if the manufacturer would confine himself to making colored shoes for the spring and summer and not try to push them for the fall or winter that it would simplify matters greatly for the retailer and would not cut into the sale of black shoes for the cold weather. It would also throw tans into their proper season, and would remove the danger of encouraging the wear of tans at a time when the weather is injurious to the leather, thus endangering their popularity. Straps are having a fair sale, also button styles in both men's and wo-

## Side Lights on the Trade

## Notes on the Styles

men's lines. Dull leathers, patent leathers and cloth tops have all been in favor and promise well for fall wear. A noticeable feature in all lines, but perhaps more particularly in men's, is the vogue for common-sense lasts and widths. Sharp toes are conspicuous by their absence, as a general thing. High toes, also, are not in high favor and seem likely to be dropped very largely in the next season's samples.

The dealer, particularly at this season of the year when warm weather is at hand, will do well to keep his clerks in mind and do something **Pointers on Store Management** for their welfare and comfort. He will be more than repaid in satisfaction and service. Some of the larger stores are giving the Saturday half-holiday right through the summer season and have even increased the holiday period each season, showing that they have found it profitable to do so. If Saturday is your busy day and you cannot possibly give Saturday afternoon off, do the next best thing and give some other afternoon off. Encourage your clerks by any method at your command to take part in healthful amusements. This is the best known antidote for the other kind. If the proprietor smokes or chews tobacco or gum in business hours it will be pretty hard for him to insist on his clerks not doing so. If the proprietor is prompt in getting to business in the morning he will be in a much better position to insist on prompti-

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Charles A.  
**AHRENS**  
AND Company  
BERLIN, ONT.

— Manufacturers of —

**Solid Leather Shoes**

All Lines, All Sizes, from Children's  
to Men's

◊ FINE LINES OF SLIPPERS ◊

---

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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**UNITED SHOE MACHINERY CO. OF CANADA**

Lagauchetiere and St. Monique - MONTREAL, QUE.

tude in others. There are many ways of improving the quality of clerks. Raising wages, however, is not one of these. More pay will never make a good clerk out of a poor one. On the other hand, lack of monetary appreciation will discourage the best and will end in losing his services. Do not wait until a clerk has found another job before showing your approval in a practical way. Take your clerks into your confidence. Give them a certain measure of responsibility and make them live up to it. If you are in possession of any information which your clerks are not, it will be profitable to let them have it at the earliest opportunity. Clerks may fight shy on certain lectures and being led along by a string, but should respond quite readily to being consulted on matters of importance to the welfare of the business. It all depends upon the way in which it is done. Dignity, kindness and enthusiasm are a strong combination in the treatment of a sales force. A dealer can exercise a close supervision over his help without being tyrannical and hypercritical. This is highly necessary from the proprietor's point of view. A grouchy, careless, or inattentive salesman can undo the effect of months and even years of painstaking advertising and business building, hence the necessity of "getting wise" at an early date. Better a scanty stock and a pleasing sales force than crowded shelves and clerks who repel trade. The customer who enters a store and has to wait a long time before being waited on is likely to wait some time before entering that store again.

So strongly is the importance of the training of the sales force recognized in modern merchandizing that schools have been formed with this one object in view. Why should the dealer, then, not devote some thought to the same subject? The importance of the proper handling of customers can hardly be over-estimated. In many cases, years of effort have been devoted to building up a business and attracting trade. A little carelessness or impertinence on the part of a clerk in the store could very easily destroy this in as many months. Expensive newspaper space, or advertising of some kind, has been employed to attract customers. The window is another means of advertising of which skilful use has been made. The clerk should be taught to see that he is an important link in this chain, that trade once attracted must be handled judiciously in order to retain it. No matter how promising a clerk may be, he will be all the better for a little judicious criticism and advice. By a careful study of the personal characteristics and peculiarities of the sales force the proprietor or manager will be in a position to offer helpful advice of the kind which is needed in each particular case. Most clerks are glad to get a little information along the various lines which have a bearing on the business in which they are engaged. If the proprietor can give this, so much the better. If

not, no doubt he can secure the services occasionally of some one qualified to give the clerks an educational talk. At one time this might be very profitably devoted to a study of materials of manufacture; at another, manufacturing processes. Other topics which would be profitable and interesting to clerks are: Salesmanship, window dressing, advertising, show card writing, stock-keeping, etc. The proprietors of two or three stores might club together at times and engage the services of some one qualified to instruct their respective sales forces. No doubt the clerks would be willing to club together and meet any expense which might be attached to this if the matter were suggested to them, while the employers could very easily furnish a room in which to hold a "talk to clerks." The employer knowing the peculiar personal characteristics of his own sales force might furnish printed leaves or slips from time to time explaining some feature or drawing attention to some defect of salesmanship. Subscribing to one or two good magazines or journals devoted to some branch connected with salesmanship would also be useful. The proprietor would be amply repaid for the money so expended. The magazines could be circulated among the staff and would no doubt be most effective in stimulating to increased effort.

The following suggestions are suitable for show card writers and advertisers: Are you particular? Are you particular about workmanship? Are you particular about style? Are you particular about fit? Are you particular about comfort? Then buy a — Shoe. That's what we sell. — What every woman should know—That if she buys — Shoes from us she will never have any foot troubles—because they fit from the start—smooth innersoles—absolutely nothing to hurt the feet—stylish and serviceable withal. — Eye openers! Spring shoes. A good line to look over—a bad line to overlook. — It pays to buy — Shoes because they pay you back many times in the comfort and wear they give you. We have a new spring line which have been termed "Smartly Elegant" by the most fastidious among our trade. — We're fishing for the shoe business in this city with the right sort of bait. No matter what you prefer, we believe we can land you, however particular you may be. We're as fussy as you are, and only the best shoes made by the best workmen find a place on our shelves. Make us prove it. — "Style" and "quality" are overworked words—many use them as words. We use them as facts, in connection with our new spring line of footwear. For the whole family. — Don't have your feet on your mind. If your shoes don't hurt, you never think of your feet. If they do, you can't think of anything else. If you buy our — Shoes you will never think of your feet, because they are the acme of comfort, and they also are stylish and natty looking.

The patronage of the well dressed young man is one of the greatest factors in the shoe trade of today. He buys new shoes with the changing seasons, but demands that they be strictly up to the minute for style and workmanship. We are paying special attention to this class of shoes, our entire factory makes nothing but men's goodyear welts, don't you think that we should have them right, and at right prices too, that allow the best margin of profits for popular priced selling lines.

*A post card will bring our traveller.*

**Sovereign Shoe Co.,  
102-4 Atlantic Ave.,  
Toronto, Ont.**



— BE A —

**“WINNER”**

Don't follow the crowd,  
handle our lines and

**LEAD THE WAY**

We specialize in Children's  
solid Leather Footwear.

**WINN & CO**  
MILTON - CANADA

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

**A. R. CLARKE & CO.**  
LIMITED

**Toronto - Canada**

Montreal Branch: 52 Victoria  
Square, Montreal, P. Q.

# Shoe Salesmanship

There is nothing in this world which is easier than to get into a rut. In the majority of cases it is something which happens unconsciously.

## Advice to Salesmen

There is a gradual slackening up of speed or a deterioration of enthusiasm. The salesman may be all interest and ambition at first, but ends up by settling down to an easy gait which precludes anything in the line of improvement or progress. The clerk who gets into a rut may be a fairly good salesman and may be giving a fair amount of satisfaction, but he is only in the "fairly good" class at best. There is no use advising the clerk who thinks he is doing well enough. He is past help and past hope. He is content to remain one of the "rank and file," of which the profession of

the proprietor wishes to sell a customer more than he or she wants, but the latter require the aid of suggestion and information. It takes very little art to sell a man what he asks for when he enters the store. It takes salesmanship to draw him out, find out his real requirements, thus increasing the amount of the sale and at the same time sending him away well satisfied and a permanent customer of the establishment. Increase of power in salesmanship brings not only increased satisfaction to the salesman himself, but increase of usefulness to the store and increased prospects of promotion. The salesman who studies to increase his selling power will find that he must increase his store of information in every way in which it has a bearing on his occupation. Some employers

**A B C D E F G H I**  
**J K L M N O P Q R**  
**S T U V W X Y Z .**  
**1 2 3 4 5 6 7 8 9 .** SHR

Alphabet for Sign and Show Card Writers

salesmanship is full. On the other hand, there are many who would like to earn promotion and the rewards which go with it, but have drifted into careless habits. The only thing in such cases is a careful analysis of the situation. Many clerks have the idea that there is nothing much in salesmanship beyond learning a few prices, getting a customer what he or she asks for and making out a bill of the goods. There never was a bigger mistake than this very idea. Employers are looking anxiously and eagerly for the man who can suggest and draw out a customer. Not that

are non-appreciative. This is discouraging. Many cases of so-called discrimination and favoritism in the matter of promotion are traceable to non-preparation for promotion on the part of the clerk who has been thus left behind. Employes sometimes neglect their own best interests from a fear of what other clerks or employes will say. They do not wish to be thought busy-bodies. This point of view is quite familiar, but just a very little analysis will show its disastrous effects upon the prospects, present and future, of the clerk who allows it to influence him.

# BIG PURCHASE \$3.50

MEN'S AND WOMEN'S FOOTWEAR \$5.00, \$6.00 and \$7.00

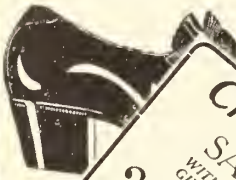
Here's a Fortunate Purchase Just Bought in the Nick of Time for Victoria Day.

A large firm on the other side of the line cancelled their order for a big shipment of Fine American Footwear. Our buyer was offered the lot at a considerable discount for cash. We agreed to take the whole line, which was expressed immediately to us. 4,000 PAIRS in the lot. MEN'S AND WOMEN'S OXFORDS, PUMPS, AND ONE, TWO AND FOUR-EYELET GIBSON TIES. Every pair is of the best American manufacture, and for style they are not to be beaten on this continent. The entire line will be placed on Sale Saturday

See Window Display



At \$3.50



See Window Display

There are 1,500 Pairs of Ladies' Fine American Footwear in the lot, in the following leathers: Patent Leather, Tan, Patent Colt Skin, Gum Metal, Black Suede, sizes and widths: reg. \$5, \$6 and \$7 value \$3.50

There are 2,500 Pairs Men's Boots and Spring Models, Goodyear welted, following: Tan Russia Calf, Gum Metal, row and medium toe shapes, higher styles, all sizes; reg. value \$5.00 SEE WINDOW DISPLAY

Our Stock of Children's Slippers, in Chocolate, Red and Black is now Complete. \$1.69

**Children's Premium Day**  
**SATURDAY, APRIL 30th**  
 WITH EVERY PAIR OF CHILDREN'S SHOES WE WILL GIVE A PREMIUM INCLUDING BANKS, SWORDS, GAMES, DISHES, etc.  
**R. B. Vandine**  
 Children's Boots, Shoes, and Slippers in Chocolate, Red and Black is now Complete.

**Announcement**  
 To commemorate the completion of ten years of successful business in London, I have decided to give 10 per cent of the gross receipts of the two stores, for 5 days, to the new Consumptive Sanatorium. Those who buy from us on these 5 days, Wednesday, Thursday and Friday, 11th, 12th and 13th, will have the satisfaction of knowing that they have exceptional value for their money, and 10c of each dollar spent goes to help a very worthy cause. We have from the first had "Reliable Footwear" for our motto, and today we are in a better position than ever to supply you with the same.

**ROWLAND HILL**  
 TWO GOOD SHOE STORES  
 429 Hamilton Road  
 189 Dundas St.  
 (Corner of Dundas and York)

The Store of Quality  
**THE BIG STORE**  
**R. A. Gappell Co.**

**Men's Shoes**



Our stock of men's fine shoes has never before been more complete than it is this spring. A full range of shapes and colors, including Blacks, Tans, Oxbloods. Patterns in both Oxfords and high shoes and the prices are right. A guarantee goes with every pair.

**Men's Working Shoes**

It is much that we can do about our working shoes that you do not always know. The celebrated Williams Shoe needs no introduction to the people of Manitoba. We have them in all styles and can fit you right. A guarantee with each pair.



**Specials for Saturday**  
 For Saturday we will sell 10 pairs of cigarette regular 12 1/2 and 1 1/2 yard SATURDAY PRICE 10c  
 100 Packages (new look) Breads Food to clear-SATURDAY PER PACKAGE 10c

**Manitou**  
 Women's \$3.00 TANS  
 Tan calf blucher Oxfords \$3.00  
 Tan calf 2 eyelet ties \$3.00  
 Tan calf 2 eyelet ties with ankle strap \$3.00  
 Tan calf 2 eyelet ties perforated wing tip \$3.00  
 Chocolate Kid Ankle Strap Pump with Tan Calf Oxfords \$3.00



**THE DISTINCTIVE SHOE FOR MEN**  
**6 INVICTUS**  
 MADE BY GEO. A. SLATER, MONTREAL  
 The Standard for Shoemaking in Canada  
 Every Separate Part Carefully Selected



Remember! Our Goods are always High Class.

**R. B. VANDINE**

Exclusive Agency for Invictus Shoes in Fredencton & Vicinity



All the **NEW STYLES** as fast as they come out.  
 A lot of **NEW ONES** now on our shelves.

Every Last and Leather that a well dressed man should wear at any time is found in the **INVICTUS** Range of Boots and Shoes for 1910.



**OXFORDS**

For a Summer Shoe there is no shoe that can take the place of an Oxford or low shoe. Oxfords being light do not tire your feet the same as boots do. The makes we are showing do not bulge or sag at the sides.  
 We have the newest 1910 shape in all sizes and leathers.  
 Men's Patent Calf Oxfords, very stylish \$4.50  
 Men's tan calf Oxfords, same last, this is a dandy special \$4.50  
 Ladies Oxfords in all finishes at \$2.00, \$2.50 and \$3.00

**W. Lambe**  
 The Home of Solid Leather Footwear...  
 Opposite Post Office



# Ads. and Advertising

This does not necessarily mean baldness or skimpiness of description, but simply the cutting out of useless detail. Superabundance of talk is not salesmanship. Many a salesman talks himself into a sale and out again. Knowing when to quit talking is as much of an art as knowing the right thing to say. The same principles apply to the advertising space as to the salesman engaged in selling. The more we learn of writing the less we write. Most of us learn this as we learn to save money—after a good deal of easy and generous spending. Economy in language is thrice economy in advertising, it saves the reader's time, it saves the writer from mistakes, and it saves expensive newspaper space, the last being the most limited view of its economy. To put the matter positively instead of negatively, it not only saves the reader's time, but it makes him more inclined to read. No one is going to read a whole book on a merchandizing subject at one sitting, at least, not unless he is tremendously interested already, which the majority of readers are not. Interest must be infused in a subject as much by its brevity as by the conciseness and aptness of the information given.

One of the first and most important principles of successful advertising is truthfulness. This has been proven a paying proposition a thousand times over, and is the most important factor in holding trade which has been attracted in the merchant's direction. In the second place, accuracy cannot be over-rated as a rule for giving readers information regarding merchandise. Interest cannot be retained without accuracy, as well as conciseness and directness. The two latter qualities may be included in the third essential of simplicity—which is harder to acquire than many would think, although most people will concede that it is a golden gift. Notice how all these things centre in brevity. If you don't want to be truthful, accurate or simple you've got to use a lot of words. And the more truthful, the more accurate and the more simple you strive to be, the shorter, clearer and better becomes your copy. To acquire these three gifts every advertiser must be his own censor, to study and to think with this idea in mind—to omit the things I need not write. It takes a strong man to blue-pencil his own copy. Often it's better to get someone else to do it, but the writer who reviews his work to condense it, strengthens it, he who reviews it to pad it out, weakens it. Whenever there

is plenty of time for it, advertising should be written twice, at least until one has mastered the art of putting down only essentials. Write the subject out to the end, every fact and point that comes to you; get it all down on paper and then go over it and say impartially "How much is there that I need not write?" When you are tempted to leave a line or two in merely because it is a neatly turned sentence or because you think it is clever, cut it out, unless it contains an essential. Don't advertise yourself, advertise the goods. And don't attempt to tell the public all you would like it to know about the goods you are advertising.

Ad. No. 1 may certainly be classed as salesmanship in print. The lay-out is attractive, though somewhat more room would be advisable for best effect.

## Ad. Comments

The contrasts are good throughout the ad. For instance, the portions in small or body type are arranged in such a way as to throw the lines in display face into good relief. Descriptions of the goods are good. A skilful use is also made of the price argument.

No. 2 is laid out neatly and in a way to catch the eye. The selection of type styles is suitable to the style of ad. The illustrations also hit the mark. There is not much descriptive matter, but what there is is to the point. The border makes the ad. stand out well.

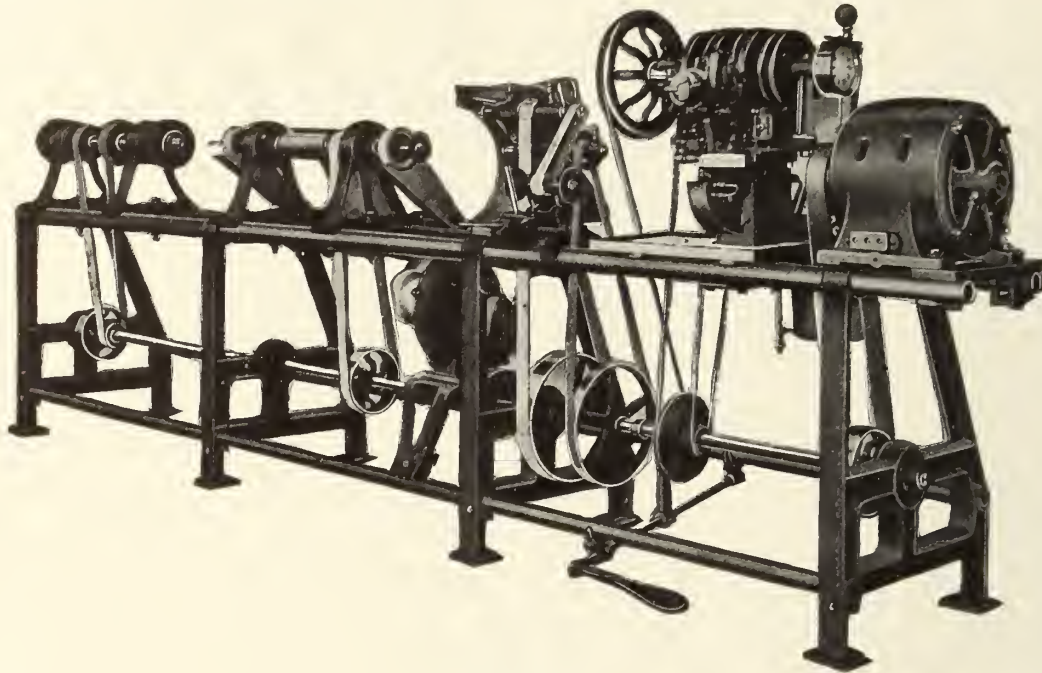
No. 3 is neatly and concisely put and has plenty of pull or trade-getting qualities. The type styles are suitable and the ad. is given unity and strength by a good border. Practically the same remarks apply to No. 6, which is by the same advertiser. The panel arrangement in the last-mentioned ad. is catchy. The illustrations are suggestive of style and quality, while the outside border gives unity and vigor to the whole.

No. 4 is neat and attractive in style and well calculated to catch the eye and secure a reading. The heading is of a kind which would arouse curiosity, while the name of the proprietor at the bottom and the line, "Two Good Shoe Stores," call attention to the object of the ad. at first glance.

No. 5 is excellent copy from every point of view. The cuts used are stylish and expressive of last, quality and finish. The heavy rules mark the divisions of the ad. and assist the eye in reading.

No. 7 is extremely catchy in appearance, has a good introduction. The type styles are few and chosen with good taste. Good use is made of leaders and prices. The descriptions also are good.

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

**T**HIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

## UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

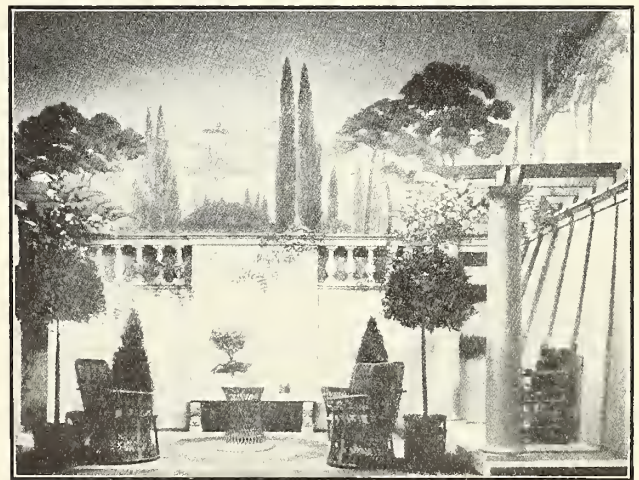
492 St. Valier Street, QUEBEC.

# Store and Window Display

The advantage of special window trims is self-evident. The merchant who uses them attracts attention to his window, to his store and to his advertising space in the local paper. The dealer who never gets anything going to attract comment is always in the rear of the man who takes advantage of every occasion to put up an attractive window trim. It is natural to stop and listen to the man who has something to say and says it in an effective and pleasing way. The window is the simplest and most direct way of getting the eye or the ear of the public. The preparation of an attractive window is a compliment to those whom it is intended to attract. It not only suggests that their trade is worth trying for, but many a well-directed compliment can be paid in this way to public sentiment. The window can be made the newspaper of the store. It is an indication of the store's progressiveness or lack of progressiveness. There is no more excuse for a dull and uninteresting window than there is for a dull and uninteresting ad. Start the window going and the store is bound to be a success. At any rate it will have every opportunity to be successful. With more attention to good window displays there would be less heard about competition and dull times. Windows lose their interest if retained too long. Even the best trims will die a natural death in the course of time. Variety is essential. The most economical length of time to retain a window must be the result of careful study and experiment. In most cases it is better to err on the side of frequency, although the expense factor must be taken into consideration. Needless to say good cards must be used on every occasion, not forgetting a liberal supply of price tickets.

**The Holiday Window** To the dealer who is on the lookout for seasonable suggestions the next month will furnish plenty of material. There is not only Dominion Day on July 1st, but there is the early summer season with its floral suggestions, which may also be taken in connection with the fact that this is also the season of June weddings. Good windows are not necessarily expensive windows. In fact, for the average store inexpensiveness is a very important item. The prominent factor in an effective window is a simple, but clear-cut and appropriate central idea. Acces-

sory decorations should be subordinate to this and grouped about it as a centre. For Dominion Day, for example, a small statuette of a female figure could be used as the central figure to represent Canada. A wreath of maple leaves should be placed in the hand, or, if the hands are not extended so as to allow of this, place it at the foot. A couple of large sized Canadian flags or ensigns should be used as a drape for the background, or the shape or position of the window may suggest some different arrangement. The figure of Canada should be placed on a pedestal, and leaning against the latter should be a shield-shaped coat-of-arms. The latter should be quite large and should be executed in colors. Festoons of real or artificial maple leaves should be used as accessory decorations. For a June bride's window a large or small female figure dressed as a bride might be used for the centre of the window. A floral wedding-bell



Background suitable for Shoe Window—Marshall, Field & Co., Chicago.

should be suspended in the centre, while appropriate floral decorations may be used freely elsewhere. The sporting idea may also furnish topics for display. Baseball is popular nearly everywhere. Use a group photo of local players for a centre-piece. Another suggestion is a baseball diamond on the floor of the window, using dolls dressed in appropriate costume as players. The tennis, lacrosse and boating ideas may be utilized in a somewhat similar way. Local events of various kinds may also be taken advantage of.

The following method of silvering glass has the merit of simplicity at least: The first requisite is to have the side of the glass to be silvered very clean and dry, and it is best to clean the glass first with fine chalk or whiting dampened with alcohol, then wipe it over with a little alcohol and rub dry with fine tissue paper. Make a liquid preparation by melting in a porcelain crucible one drachm of lead, one drachm of tin and one drachm of bismuth. When these are melted and before the mass cools, add ten drachms of mercury (quicksilver). It is now cool enough for immediate use. Lay your glass flat with the clean side up and pour the liquid over it, so that all of the surface is covered, then raise the plate to nearly perpendicular position and let it drain off quickly. When the liquid has become perfectly dry and hard on the glass it should be coated with drop black ground in japan, thinned with turpentine, which will insure greater opacity and wearing properties.

Dealers in some places have made a very successful use of "Booster" days. It is coming to be realized more fully than ever that the merchant must make use of up-to-date methods, that simply sitting down and waiting will not do—he must get out after the business. The dealer who is

contented to sit still and wait for business is in reality the one who is responsible for the success of the mail order concern. If the people can be induced to come to town, they can be induced to buy goods. Seven or eight merchants by clubbing together can do wonders in this line. They can plan simultaneous sales in different lines. These can be advertised by means of large bulletins with the various announcements printed upon them, also by means of small folders sent to the customers of the various stores. Explain the attractions of the city, if any, and particularly, the places at which meals and accommodations can be secured. Engage the local band or orchestra and give a short musical programme in each of the stores. It may be possible, also, to arrange for some other attraction, although nothing should detract or hinder the main object which is the selling of goods. A small premium or souvenir of some kind is appreciated by all classes.

### MACHINERY FOR SALE

One 45 in. Union Splitting Machine with power attachment. One Automatic Splitting Knife Grinder. One Tanning Drum 8 x 8 ft. with reversible motion; Three Smaller Drums. One Winter Measuring Machine. One Leather Press. One Pebling and Rolling Machine with Brass Bed and Brass Roller. Eight Carrying Tables; Cork Tables; Arm Boards. All in first class condition. Apply

TANNERY, CANNIFTON, ONT.

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

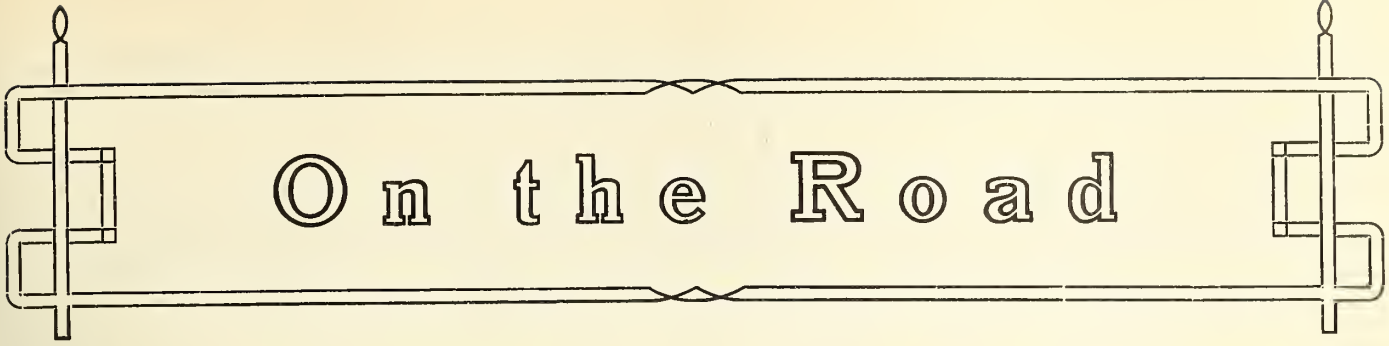
FINE WAX SPLITS In Calf, Kip and Sides

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

## OSHAWA CANADA MONTREAL



# On the Road

## FACTS WORTH REMEMBERING

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The following talk by an ex-knight of the grip, who is now in business for himself, will be read with interest and profit:

A salesman is always on the firing line, fighting desperate battles. Many prospects whom he meets oppose him tooth and nail; barring him out of offices; rubbing it into him that he is a nuisance; reminding him that time is precious—that he is endeavoring to waste the prospect's time; giving him an audience, if at all, with reluctance; listening to his arguments with a cold and fishy eye; endeavoring to quench his enthusiasm, whenever possible, with icy indifference; questioning his sincerity; discounting his statements; putting him off with fake excuses; watching continually for an opportunity to throw him out and get rid of him.

It's the toughest kind of work—this salesman's work—this continual battling with indifferent, obstinate, and pugnacious prospects. The minute one fight is over, another fight begins. A salesman's life is a ceaseless round of such nerve-exhausting, mind-wrenching, courage-sapping combats. A fellow must have more grit than a prize-fighter to stand the strain and come up smiling after every round, ready to face an opponent again at the tap of the bell.

We salesmen don't mind having our mistakes pointed out to us. Any salesman with ordinary human intelligence is glad not to make the same mistake twice. But he wants above all things in the world to know that his manager believes in him; that the big warm hand of his manager and his company is always pressed against the small of his back, despite discouragement and defeat, supporting him, bracing him up, pushing him on to more and more determined efforts.

I didn't care, when I was in the sales force, how many times I was licked. If I knew that my firm thought I could win the next fight, I always had the grit and determination to go out and start that fight.

I have gone into the office sometimes to report the loss of a sale, and been received with a kindly silence that dissolved my backbone and nerve for future fights as acid dissolves soft metal. I have come into the office at other times after a prospect had knocked the stuffing out of me, and received a "Never mind, old man, you'll land him yet" that has sent me back after him with the same fire in my eye that a

bulldog has when he goes after a rival that has bitten him.

Oh, you big man in the home office—you man in authority—you commander of the fighting brigade—you have no idea how much your encouragement and support means to us fellows who have to go out on the firing line and meet the enemy. When we and our sample cases are hundreds of miles from home, you don't know what a warm glow at the heart it gives each of us, after we have been man-handled by a bunch of tough prospects to be able to reflect, "Never mind, I had a bad day to-day, but my manager at the home office believes I am doing my best and that I am going to make a ten strike before this trip is over."

I want to call to your mind an incident that happened five years ago. I was a green man then. I had been sent half across the continent to close a big deal. I told the firm before I left that I would be back in five days. At the end of the ninth day the deal was still unclosed. I was getting nervous about what the firm might be thinking. I said to myself: "For all the firm knows, I am down here loafing around the hotel, running up an expense account and having a good time." I telegraphed them, "This deal is taking longer than I expected. Hope you haven't lost faith in me." They telegraphed back: "Have all the confidence in the world in you. Stay as long as your judgment tells you is wise."

That telegram, coming 1,500 miles over the wire, filled me so full of gratitude and grit and gumption that I went straight out and tackled that tough prospect again with such resistless force that I swept him clean off his feet. I left town that night for home with his signature on the dotted line. The firm may have forgotten the incident, but I will remember it to my dying day.

There have been other times in my experience when I have been called down so fiercely after I had done my best that it took all the fight out of me for a week.

Never forget that a salesman is a man of a tremendously nervous temperament. If he were not, he couldn't be a salesman. He couldn't call up at a minute's notice, the enthusiasm that is necessary to break down indifference—persistence—obstinacy—abuse. The same high-strung nervous system that enables him to call all his resources into play and throw himself body and soul into a fight with a tough prospect, makes him abnormally sensitive to criticism from his home office.

# HOME OF QUALITY RUBBERS



*In the World of Nations the MAPLE LEAF is the Emblem of our Native Canada, the Finest Country on Earth, and in the Rubber Realm "MAPLE LEAF" stands deservedly for the best in the land.*

*MAPLE LEAF RUBBERS hold supreme place on account of their general excellence, STYLE, FIT, WEAR, UP-TO-DATE GOOD FITTERS and the old reliable MAPLE LEAF QUALITY.*

*Hold your order for our representatives and please your customers with Satisfactory Rubbers.*

---

## The Maple Leaf Rubber Co., Limited

Factory, Offices and General Warehouses  
PORT DALHOUSIE, ONTARIO

# Rubber Footwear

The rubber situation has taken on no new features during the month. "There are cuts and rumors

of cuts," but that seems to be about the normal rather than abnormal condition of affairs in the rubber trade. One retailer, when question-

## Trade Outlook

ed as to what he thought of the situation, frankly stated that he believed that the retailers were big fools for handling rubbers at all. There certainly was no money in the rubber end of the business, and he would much prefer to cut it out and let the manufacturer do his own retailing. He had had about all he wanted of it, and it was only as an accommodation for his customers that he carried rubber lines at all. Then a jobber when questioned was even more pronounced in his views as to the "rotteness" of the rubber trade. He said that one had to wait so long to get their returns that it made the rubber end of the business of very little account. "The game was not worth the candle," was his summing up of the situation. Both of these parties talked as though the manufacturer was getting all the cream that the rubber trade produced in the way of profits. The fact is that the manufacturer is put to his wits' end to know just what to do, never having had to face such strong market conditions as confront him at the present time. The factories are for the most part busy and report orders quite up to the average. The inclement weather of the past few weeks has helped the retailer to make sales, and a fairly good business has been done. The season is now approaching when the rubber business is expected to be quiet, and not until the fall is there likely to be any very great demand for rubber footwear.

Although the past month has witnessed a decline in the crude rubber market, it must not be concluded that there is any "cheap" rubber lying

around, for the lowest point reached was nearly treble what the best rubber could have been purchased for only a few months ago. We ventured the prediction in our last report that before next fall \$3.00 would be asked for up-river fine Para, and, although a decline took place and the price fell from the nineties to the fifties, we are still of the opinion that the prediction will be verified. Receipts are quite up to the average for this season of the year, and there is no special reason assigned for the fluctuations which have been taking place in prices. It is hinted that considerable rubber is tied up in London by English capitalists, who are not inclined to relinquish their

## Market Conditions

hold without a smart advance. The "craze" seems to have quieted down a bit in England, and it is hoped that this may have the salutary effect of very materially lowering prices. There is a constantly increasing demand for rubber in the various mercantile enterprises calling for rubber in the manufacture of their goods, and it is because of this fact that many are wont to believe that the present strong position of the market is not the outcome of speculation on the part of manipulators. Up-river fine Para is quoted at \$2.50 with the other grades in proportion. Africans are strong and all plantation rubber finds a ready sale at firm prices. The forecast favors a steady market with an upward tendency.

A good deal of talk has been indulged in of late concerning the supposed "corner" in crude rubber, but nothing definite is advanced and all the evidence forthcoming seems to be founded on mere conjecture. In an editorial on the subject, the India Rubber World, a leading authority on all questions pertaining to the rubber trade, has the following to say: "For some reason or other many manufacturers seem disposed to consider every rise in the cost of rubber to be due to 'speculation'—in other words, the idea obtains that rubber is 'cornered' somewhere and held for sale at prices not justified by trade conditions. Of late this impression apparently has been strengthened by reports that rubber is being 'held up' on the Amazon with the aid of the government, under the new law authorizing banks to advance money on rubber stocks, whereas formerly Amazon rubber had to go forward to market whenever it came down the rivers, without regard to prices realized. Whatever may be the ultimate effect of the new regulations, it is a mistake to suppose that rubber is being stored on the Amazon to-day, with the aid of bank advances or otherwise. The price of \$3.00 a pound is so alluring that every producer in the world is hurrying his rubber to market, in order to realize on it before a decline comes. It may be that rubber will go still higher, but it would be superlatively foolish to pay storage charges and interest on bank advances to hold rubber from the market under present conditions. Another point against the idea that rubber is being stored in the countries of production is the fact that the imports of consuming countries were never before so large as at this time. On the whole, it appears safe to assert that rubber prices to-day are as fully controlled by conditions of supply and demand as at any other time in the history of the trade."

The "Corner" in Rubber

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**“THE NUGGET”  
BOOT POLISHES**



AS USED IN THE ROYAL HOUSEHOLDS.

**HAVE YOU SEEN IT?**

*The*

**FINEST POSTER**

That Ever Graced a Bill Board in Canada.

SUCH POSTERS

**SELL GOODS**

and you reap the benefits if you carry a good supply of

**“NUGGET” POLISHES**

HOW ABOUT IT?

*The Nugget Polish Co.*  
LIMITED

TORONTO - - - HALIFAX

**CUTTING DIES**

of every Description for  
Leather, Rubber, Paper, Cloth,  
ETC.

Honest Values at Honest Prices.  
All Work Warranted.

**Dominion Die Co.**  
114 Delorimier Ave., Montreal, Que.  
Phone E 3778



**ALWAYS ON HAND**

Red and Grey  
Heel Stock

Also all kinds of Flexible Inner Sole as Chrome Tan Split, Veneer, and Duck Inner Soling.

Please write for Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds**  
230 St. Marguerite Street - MONTREAL, P.Q.

**WHERE  
AMHERST  
MAKE  
EXCELS**



**7 POINTS**

**OUR GUARANTEE  
ON EVERY PAIR**





# Gloves and Mitts

While chrome tannage is constantly gaining ground in the manufacture of leather, it seems quite natural that it should also be applied

**To Render Glace Leather Washable** to the tanning of glace, since the alum and the chrome processes are related, both being mineral tannages. Although the alum has been

largely supplanted in the manufacture of chevreaux and calf kid, it has not met with equal success in the case of glace leather for gloves, because the principal action of the chrome, which is favorable for leather in shoes, is not so for glove leather; as the chief quality of alum leather—its elasticity and extraordinary resistance—is injured by the chrome. Without sufficient elasticity, continues our informant, it cannot be a good glace leather. If, however, one cannot produce by simple chrome tanning a glace that will meet the usual requirements, an important advantage may be gained by treating glace leather with chrome so as to render it washable. It has been noted that glace gloves, to the pleasure of the manufacturer and the tanner, but not so much so to the consumer, in light colors, especially white, are very easily soiled and soon become unwearable. The use of benzine for cleansing them is only applicable to white gloves, because if benzine is applied to colored gloves the color changes and becomes uneven, as if stained; and therefore the possibility of washing them in water—it can be done with chamois leather—has long been desired, and many plans have been tried in the hope of attaining this result. The problem can be solved easily and simply by a suitable treatment of the glove glace with chrome salts.

Without knowing it, a sort of chroming of glove leather has been used for some time, the result of

**“Nappa” Finish**

which is to make the leather washable; this is given a sort of finish known as “nappa.” The skins which have had a glace tannage are washed with a brush with tepid water and before coloring are placed in a  $\frac{1}{4}$  per cent. solution of bichromate of potash as a foundation; they are then colored with a solution of catechu and a leach of some dyewood. By means of the latter the bichromate foundation is reduced to an oxide of chrome which has a tanning effect and thus renders the leather washable. This is because the chrome tanning, while very slight, remains permanently in the leather and causes it to retain its quality when acted on by water, while the

greater part of the alum in simple glace will wash out, leaving the leather hard and brittle. With the so-called “nappa” finish is combined a sort of after tannage in two chrome baths. The white skins, tanned with alum, are washed with tepid water with a brush and are then given a bath of chromate, following this with a reducing bath of hyposulphite. By this mode of chroming, even if done very lightly, a large part of the elasticity of the leather is lost; it is then colored, but with difficulty and becomes easily spotted, so that this plan is not a good one in practice. A much better and simpler way is to apply the chromic oxide directly as thus the character of the glace tannage is preserved, but the effect is rendered more stable by an after tanning with chrome which gives it the quality of washableness. It is true that the washable quality may be obtained by treating the leather with the chrome oxide salts at the same time as the alum, which may be then considered as a combination tannage, but the process is very uncertain and the quality of the leather depends greatly on the character of the green skins, so that it is better to first give the glace tannage and do the chroming later when it is easier to assort the skins.

It is said to have been only twenty-six years ago—in 1883—that Arthur Irwin, now scout for the New

**Origin of Baseball Glove**

York American league team, appeared at short for Providence, with the first glove worn on a diamond. It happened in this way: The day before this he had grappled a fast, awkward bouncer and two broken fingers resulted—the third and fourth on his left hand. Irwin now shows a little finger bent almost at right angles, and says: “That’s what made baseball gloves.” In 1883 they didn’t carry 18 or 20 players on clubs. The usual number was 10 to 12, and the extra men were pitchers and catchers. When pitchers weren’t pitching they were generally in the outfield. Broken fingers were not enough to keep an infielder out of the game, so Irwin set about devising means to play. He visited a glovemaking, who made for him a buckskin glove, several sizes too large, well padded and with the third and fourth fingers sewed together to admit the bandaged digits. From the first Irwin could “meet” the ball solidly. He didn’t have to “give” with the ball, and as a result could get it away faster than any other infielder. In a week or so one hundred men were wearing gloves. In 1884 almost every professional wore them. The innovation

came just in time, for in 1883-84 pitchers were permitted to throw overhand, which, with the running start and shot throw resulted in unheard of speed.

MR. JOHN HENRY COGHILL, of Sydney, N.S.W., who some years ago founded and established "*The Australasian Leather Trades Review*," and who has acted as editor and manager since its inception, has now disposed of his interest in the journal. Mr. Coghill has been well known to the Australasian Allied Leather Traders and other leather centres of the world for the past twelve years.

BUSINESS INQUIRIES—(982) An energetic English-speaking broker wishes to represent a good firm of Canadian boot and shoe makers, in Cuba. References will be furnished. (983) A Birmingham firm manufacturing guns, rifles, revolvers, wish to get into touch with a Canadian firm open to take up their sole agency for the Dominion. (984) A Birmingham firm manufacturing football boots, footballs, etc., wish to get into touch with Canadian buyers. (796) A London make inquiry for the names of Canadian manufacturers of rubber goods (shoes, mackintoshes, etc.). (797) A dealer in Barbados handling harness, harness leather and leather for tops and dashes of buggies, is desirous of hearing from Canadian manufacturers exporting these articles. (830) A London firm make inquiry for the names of Canadian manufacturers of rubber goods (shoes, mackintoshes, etc.). (843) A correspondent in Asia Minor would like to hear from Canadian importers of goat and sheep skins, Astrakan, Persian rugs, Isphahan tobacco, dates, etc. The names of the firms making these inquiries, with their addresses, can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward

references, particularly if they are bankers' references. In replying to trade inquiries the very fullest information should be given, such as quotations f.o.b., export discounts, shipping weights, gross weights, ocean freight rates and packing charges, if any. Wherever possible samples should be sent. Quote the reference number when requesting addresses.

THE SOVEREIGN SHOE COMPANY claim for their product the unique distinction of being the rarest found on a bargain table. Probably the full meaning of this does not instantly appeal to a merchant, but one thing it certainly means, it is the profitable line to handle. The bargain table always means, declining styles, poor fitters, poor qualities or values, or badly finished shoes. This all means loss, for doing business without a profit is a loss, and it is very unsatisfactory to the dealer to find at the end of the season that he has a tail end of a line to clear out, for the tail eats the head off.

ANOTHER SATISFIED SUBSCRIBER—A prominent shoe dealer of Fergus, Ontario, in the course of a letter written to the JOURNAL, remarks that "We are more pleased with the JOURNAL every year, as we feel it is the cheapest publication the trade can get.

NIGHT-WATCHMAN BETRAYS TRUST—Timothy Canby, the man now held on the charge of killing constable O'Connor at Montreal recently, is described as a Liverpool Irishman. He was arrested on May 9th as the result of a description published in *The Gazette*. Canby had been employed as a night-watchman at the Ames-Holden factory, a few blocks from the scene of the double murder, for the past two weeks, and as such was provided with a revolver. After reading a description of the stolen rubber boots, the Ames-Holden people examined their stock, and found similar goods missing. Canby's arrest followed, and since then a good deal of circumstantial evidence has accumulated.

# MULE

If you cut "Split" Gloves and Mittens don't forget the  
P. & V. Lines.

Largest Tanners, widest range of colors, most uniformly  
selected and always soft.

TRY SAMPLE DOZENS

PFISTER & VOGEL LEATHER CO.  
MILWAUKEE - WIS.

*Distributors:*

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CHICAGO.	CINCINNATI.	GLOVERSVILLE.	PARIS, FRANCE

Address all correspondence to BOSTON OFFICE, 85-89 South Street, BOSTON, MASS.

# Trunk and Leather Goods

The present season has been most favorable indeed for the sale of travelling goods and requisites of all sorts. The generally prosperous or sound financial conditions prevalent throughout the Dominion have no doubt been very largely responsible for this, while the rapid influx of population and improved trade relations with Great Britain and other European countries have no doubt brought about a large increase in the amount of travel from this country to Europe. A recent press report states that seventeen thousand people were booked from eastern ports in May, which gives some idea of the volume of Atlantic travel. A tendency for large styles in hand bags is to be remarked, though no radical changes have taken place.

## Among the Trade

Pig skins, with the facilities now at the disposal of tanners, can be utilized just as well as any other kind of skins; in fact, for certain purposes there is no other skin that can take its place; and it is a great pity, remarks our informant, to neglect making use of it. There is one line of leathers in particular for which pig skin is entirely suitable—what is called saddlery leather, and is used for saddlery, cartridge boxes, hunting articles, etc. The peculiar grain of pig skin is much valued for these goods, and gives them a special appearance of good quality. Moreover, this leather, on account of its naturally loose structure, can readily be made supple when properly tanned, and it has a beautiful light color. Pig skins intended for saddlery require a very strong lining. At first sulphuret of soda is used preferably until the bristles come off easily, then they are given a fresh lime, in which they are allowed to remain for 10 to 14 days, according to the temperature and the strength of the lime. They are then rinsed, fleshed, split and worked in the usual way preparatory to tanning. The tanning may be done in pine and oak liquor. At first, in order to obtain the slight plumping that is necessary, the pine is used preferably; while at the end of the tanning, in order to have as light a color as possible, it is well to give a bath of sumac. Best Sicily sumac should be used, and the skins should remain in it from one to two days. Finishing is begun by a thorough washing of the leather, and if needed to lighten the color, it may be soaked several times in succession in two weak solutions of sulphuric acid and sugar of lead, afterwards washing again and setting

out strongly so as to remove all inequalities and leave a good flat surface. This done, the leather is given a wax dressing, rubbed on the grain in a thin and even coat. This dressing is composed of 6 parts linseed oil, 2 parts talc. and 2 parts yellow wax, melted together and stirred well until completely cold. When the leather dries the oily portion of the dressing penetrates the fibres, while the wax remains on the surface forming a thin, soft covering to the grain. By rubbing with a woollen cloth the fine matt polish desired on this kind of leather is obtained. This method has the advantage that the leather takes moisture less readily, being protected by the coat of wax on the grain. When the leather is half dry it is again set out, bone dried, whitened, the edges trimmed and finally given a coat of dressing as above. Naturally this leather may also be colored. The easiest way is to use aniline colors, which can be obtained in every desired shade ready to use. They have only to be dissolved in warm water and applied with a brush. Vegetable dyes, however, are more durable and consequently are to be recommended for saddlery. The colors most in use—yellow, orange, brown and red being obtained from logwood, fustic, etc., either singly or mixed, and afterwards darkened with solutions of green copperas or bichromate of potash. The coloring should be commenced with weak solutions, strengthening them in the succeeding coats. When the proper color is obtained rinse the leather well in clean water, dry and set out as before; then apply the wax dressing as directed above. Instead of the latter a 5 per cent. solution of casein may be used; the dressing is required, however, in the case of colored leather, to keep the color from fading. Finishing is the same for colored as for natural tint leather; but if a specially brilliant tone is wished the grain is first rubbed with diluted barberry juice and then given a gloss dressing, such as white of egg beaten up with water, and then glossed in a machine.

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JOHN AGNEW, LIMITED, boot and shoe dealers, have opened a branch store in Stratford under the management of T. L. Cosford. Mr. Cosford reports business to date up to expectation.

EARLY CLOSING UNPOPULAR—The City Council of Regina has rescinded the early-closing by-law, which came into effect on May 10. Such a public outcry arose with the closing of confectionery stores and ice cream parlors that the Council had no option.

# ONCE MORE

## Let us remind you of the "DOCTORS" ANTISEPTIC

shoe—the shoe that is different in construction and stitching. It is a specially constructed, waterproofed, Goodyear welted Shoe, with three soles to wear through before the foot can get wet. • • • • •

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THREE RIVERS, QUE.



# With the Manufacturer

It might honestly be said that every indication favors continued activity amongst the boot and shoe manufacturers throughout Canada.

## Business Conditions

The factories are busy for the most part, and the fall orders already booked are quite sufficient to make a successful run assured. A number are still behind with their deliveries of summer goods, much to the inconvenience of the dealers. The wholesalers and jobbers have had a fairly busy month of it. The sorting trade has been quiet as is usual at this season. A run through the Maritime Provinces reveals a healthy condition of business. The factories are busy and the manufacturers hopeful. In the Province of Quebec, where many of Canada's largest shoe factories are located, the outlook is splendid and all work well in hand. The boot and shoe factories throughout Ontario are running full time with full complements of men in order to keep abreast of their orders. The conditions in the Northwest are most favorable. Of course the grain crop is everything out there, and the business thermometer rises and falls according as the reports are favorable or unfavorable. Thus far everything is going along nicely, neither frost nor drouth having done very much harm as was at first feared. Collections are still a little slow. The general outlook for a profitable season is most assuring.

On the whole business may be said to be in a very fair condition. The death of the King necessitated almost a shut down in some of

## English Conditions

the factories. The business outlook is said to be much better than at the corresponding period last year. A report comes from one of the leading manufacturing centres to the effect that business is picking up most satisfactorily. A Leeds correspondent says: "Business in connection with the shoe and leather producing industry is entirely suspended at the time these lines are being written. With the majority of firms engaged in the manufacture of boots the vacation is a welcome one, and some factories will not reopen until next Monday. In any case the week will be a thoroughly broken one, for with the further closing on Friday for the funeral of the late King Edward it will be practically impossible to make a general resumption before the beginning of another week. Producers of the lighter classes of shoes are finding it necessary to curtail the holiday, as some of the large contracts are still uncompleted. It is thought that the autumn season's orders will decide the

orders is said to be rather late this spring. There has already been more than the average amount of 'sampling,' and if manufacturers have not satisfied the requirements of their customers, it is not for the want of effort. It is rather difficult as yet to form an estimate of the outlook, which in the opinion of some is quite as good, or better, than a year ago. The next few weeks will, however, definitely decide the matter."

It is claimed that a cheaper insole can be used in a blucher than in a bal, because the strain is not so great on the insole. When the shoe

## Bluchers vs. Bals

is on the foot the leather has a chance to stretch without telling much on the insole between-substance as far as a welt shoe is concerned. With the McKay the difference in this respect is hardly noticeable. The tacks in a McKay shoe hold more than the stitching, and the upper can be well fastened to the insole with the proper tacks driven in sufficient quantity. The counter, however, should be good in both kinds. The counter must be of better quality in the blucher, because the lengthwise pull at the pulling over operation does not bring the leather down on the counter and snugly to the last as in a bal. On the bal you can pull at the toe quite hard without binding in the quarters. A counter should also fit better on a blucher than on a bal, for the same reason as above stated. The straight counter is better than the moulded counter because it fits perfectly, as a general rule. We predict much popularity for the blucher shoe for many years.

No operator can do good work with poor or worn-out tools. It is a great mistake for a factory to allow their machinery to become effete.

## Good Tools

The inferiority of the work turned out is bound to act as a boomerang and injure the business reputation of the firm. A top stitcher complained that she was required to use the knives on the undertrimmer until worn so short that they would not trim at all before she was allowed a new knife. Before this point was reached much of the work would show ragged on the edge, which was claimed to be poor work on her part. To save a trifle in knives this firm was attempting to require the operative to do perfect work with improper knives and as a result was getting inferior work and making a good operative dissatisfied with her employment. Of course there are some operatives who would be very wasteful of parts unless restrained,

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but some judgment should be used. It cannot be good policy to be so parsimonious in the matter of parts as to compel poor work and to create discontent among the employes. Good help is all too scarce everywhere and especially in stitching rooms. Quality and quantity of work is desired and to get either or both, the operatives should be supplied with the best of tools so that there shall be no excuse for poor work.

Judging from the following clipping from the *Boot and Shoe Trades Journal*, of London, England, it is the intention of some English firms to establish stores throughout the United States, where only English-made shoes will be offered for sale, thus getting even with a number of American firms who are trying a like experiment with some measure of success in England. The *Journal* says: "Several American firms have for a long time past enjoyed the privilege of running retail stores for the sale of American boots only in England. We now understand that the compliment is to be returned, and that within a few months from this date shoe stores selling nothing but English goods will be opened in all the big cities of America. Ample funds are available for the purpose, and it is expected that ere a year has passed British-made footwear will be on sale from the Atlantic to the Pacific, and from the lakes to the Gulf of Mexico. This is indeed cheering news, but, after all, only what the merits of England's goods demand. It is barely six months since the first considerable shipment of English shoes was made from our shores, but the success of the venture justifies us in the assertion that a mighty business is in process of formation. There is no fear of any alteration in the duties. Such cannot take place until the next Presidential election, and the indications are that duties generally will not be higher but lower. In any case, we in this country will have the power to bargain by that time, and, with this idea in view, enterprising firms need not hesitate to put all their efforts forward to secure the business and spend money upon it.

What is the trend of footwear styles? Generally speaking men want plenty of room in a shoe, and, be it said to their credit, women are getting away from the cramping widths and giving their feet greater ease in a broader shoe. American tastes are changing, and in an editorial dealing with the tendencies in fall footwear the *Shoe Trade Journal* says: "At about this time of the year the salesmen have visited sufficient territory and have made such a quantity of sales that they are much more able to judge what is going to sell best this fall. It is all very well to predict from the sample lines just what is going to be popular, but the best we can do is only a shrewd guess, as it is the buyer in combination with the public who decide the matter. Manufacturers may

have set their mind on pushing a certain vamp or last, but that does not settle the matter—it must receive the approval of the buyers of the country before his wish can possibly come true in any great measure. There is one certain tendency—that of straight foxings, and we see less and less of the blucher pattern, although of course they cannot be entirely neglected nor nearly so. The return to popularity of this straight foxing is undoubtedly due to the shorter vamps in shoes. The vamp seams on the old style long vamped shoes used to bind the foot considerably and for this reason the blucher style became immediately popular, but with the perfection of the short vamp and stage lasts there has been less of this binding because of more "wood" in the last at this point. In women's wear we notice a few scalloped button flies, but the majority of them will be perfectly plain as heretofore. The scalloped flies do not wear so well nor do shoes fitted with them retain their shape so well as the more rigid straight fly. The angle tops will be very much "the" thing and their popularity has already been established. There is a slight evidence of this angle top being used in men's wear, although of course this style will be used mostly with college and young men's trade. We are threatened with another "double-decker" fad, or at least we see evidence of these styles in the samples going out, but let us hope there will be nothing like the double-extension welt effects which came to us a few seasons back. A well-designed stitch aloft effect is rather a neat thing, but those clumsy steamboat effects will harm the trade rather than work any good. There does not seem to be the demand for button shoes with men's trade that one would expect when there is so much button style in the field. This may be due to the fact that the wear which a man gives to a shoe is considerably more strenuous than that of a woman, and for this reason the buttons and buttonholes become badly strained in a short time and cause the shoe to lose its shape. Then again, a man will not be bothered about a little thing like a button hook, while a woman usually has one or more on her dressing-table. Whatever may be the reason, it is certain that we are not buying as many button shoes as was at first imagined. The high heels will come down a trifle for winter wear, principally because a high heel is a very inconsiderate thing as concerns rubbers and also because they do not offer the most sure footing in icy or rainy weather. They may be all right for summer wear, but as a winter style we doubt if they can remain long in popularity. Toes remain about the same, except for the fact that the wider ones are being selected for winter trade. This does not appear to be an indication of much wider toes for spring, 1911, but simply means that for the winter trade wider toes will be more in keeping with the heavy soles and tops which will be popular. We shall return to approximately the same lasts in the spring as we are now retailing, although of course there will be some little minor diversions in order to add a novelty to the lines."

## QUEBEC NOTES.

Quebec boot and shoe manufacturers have been officially notified by the secretary of the association that at a general meeting it was unanimously decided to meet the views of the jobbing trade, to have samples ready to show on the 11th of July, this being necessary to enable jobbers to meet competition of manufacturers selling directly to the retail trade.

During the month a serious fire broke out in the tannery of Arthur Pouliot & Co., Arago Street, and did a very large amount of damage. The origin of the fire is uncertain. Owing to the oil and inflammable stuff inside, the fire spread rapidly and in a few minutes the flames were darting out of the building in every direction. The damages are considerable and run into several thousand dollars. The tannery was insured.

It is rumored that Mr. D. Dion, of the old firm D. Dion & Co., will establish a boot and shoe factory in Victoriaville. The municipality of this town is said to have offered to grant him a bonus for the establishment of such a factory.

## NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

A patent has been granted to Mr. J. Kuntz, of Germany, for an invention for preventing slipping, and is described as follows:—"An ice-grip comprising the usual shoe and securing-means is provided with interchangeable treads. The tread consists of a circular plate of metal formed or provided with projections which when the tread is forced into a hole in the bottom of the shoe, project. Preferably, a disc of cork is placed within the projections. The tread consists of a conical plug of cork, which is adapted to be pressed into the hole in the bottom of the shoe. The grip is provided with an adjustable abutment at the front of the shoe, consisting of two plates, pivoted or otherwise connected together, the plate being adapted to abut against the inner faces of the shoe, while the plate extends on either side of the shoe. The plates are spread apart, and the plate is passed through one or other of a number of holes, in the shoe; the plates are then closed together again."

Mr. M. H. Bush, of London, England, has been granted a patent for an invention relating to socks, which consists in providing an ordinary sock with a waterproof backing to which it is sewn, the backing projecting half an inch all round the sock except at the heel.

Messrs. Brown & Berry, of Northampton, Eng., have been granted a patent for an invention relating to football boots. The toe-cap is moulded to shape from rubber, to which is solutioned a sewing-strip of canvas or linen and a lasting strip of leather; the whole cap may be lined with canvas, etc., to prevent stretching. The invention is also applicable for making side-pieces, combined toe-caps and side pieces, or combined toes and whole vamps.

WANTED—Active experienced young shoe salesman would like to hear of opening for manufacturer's line. Good connection in Western Ontario, or would go west. Can get results. Address Box F664, Shoe and Leather Journal, Toronto.

WANTED—A situation by a machine operator; have had experience on the Bertrand, Bay State and Goodyear turn-shoe machines. Best of references as to ability and character. Address Box B47, Shoe and Leather Journal, Toronto.

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TRADE



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# Leather and Findings

The hide market has continued somewhat featureless during the month. As far as the local market is concerned conditions are not the most satisfactory. The prices quoted have been unduly inflated and do not really represent the true value of the hides which are being offered. In Chicago quite a decline has taken place, owing in a large measure to the inferior quality of the hides which are for the most part quite grubby. The tanners are fairly well supplied, but are anticipating their wants and buying in small quantities. The outlook is not the most promising.

## Hide Conditions

The leather trade is in excellent shape, according to one of the largest dealers in Canada. Sales are keeping up remarkably well at prices that are being well maintained. In all grades of leather there is a good demand, and tanners are quite confident that present conditions will continue. Sole leather has been selling well, especially the light and medium weights in both hemlock and oak. Patents and colored leathers have been much in evidence because of the popularity of these leathers in the manufacture of boots and shoes. Fancy leathers are firm and are meeting with good sales at unchanged prices. The boot and shoe manufacturers have placed orders freely in anticipation of an increased fall run. The tanners are all reported busy with prospects of good season ahead. Collections are still a little slow, but an improvement is noticeable.

## Leather

## Fleshing

## Heavy Hides

Heavy hides should be fleshed before they are limed, in order that the lumps of flesh and fat may be removed, so that the lime can act uniformly on all parts of the hides. Uneven liming results almost invariably when all the flesh and fat are not removed, and sometimes the spots become rotten and the hides ruined through neglecting to flesh before liming. When hides are fleshed before they are limed they unhair more easily on the machine

and there is less danger of the grain being injured because of lumps of flesh on the flesh side. Even when unhairing is done by hand there is less liability of injuring the grain, and the workman can do faster and better work.

A recent Bermondsey report says: "There has been the usual period of inactivity in the leather trade which occurs before Whitsuntide and during the recess. The national mourning has not affected the distribution of our staples so far in either one direction or another. Indeed, if anything, business continued right up to and including Saturday last in a rather encouraging fashion. Several large users of black glacé kids were in the market, and transactions were brought to a head rather more rapidly than is usual at such a season. It has become evident that prices are at their lowest for this class of upper leather, with a strong probability of the better classes of glacés going up in the near future, seeing that this article will form the chief item in the manufacture of good-class footgear for the next few months. Box calf, of course, will get its share of the trade, but is not in demand in the summer to the same extent as glacé kid; that is, of course, in the better grown skins. Butts and bends of home tannage, whether made from English market hides or good-class imported raw stuff, are in short supply, and show little sign of being more plentiful. Indeed, buyers have been quite willing during the last few weeks to pay the top quotations rather than be without stock. It is a curious fact that many of the butts tanned in the south of England and in Scotland are cheaper than the North Country bends, where, as usual, such butt leather makes 2d. per lb. above the bends tanned in the Lancashire districts. The feature after the trade settles down is likely to be a big demand for English shoulders. These are in short supply, and will get scarcer as the need becomes more assertive, as is bound to be the case when so many shoulders have been taken for dressing. Several of the large contractors to the Government and dressers for the ordinary

## English Conditions



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trade have entered into contracts for lots of fifty to eighty tons of such rough shoulders, and these must be supplied at the expense of the shoe trade, which usually depends on such goods 'struck out' and fit for boot purposes. A large number of bellies are being split for the grains, but prices for lifting and insoling goods remain on a reasonable basis. Rolled splits are cheap, but are not so plentiful as they were owing to producers letting the splits go at any price rather than put labour into them which cannot be recovered when the goods are sold at to-day's low figure. Concerning dressed leathers, it is probable that tans and other colored calf and glacés will be a bit dull for the next month or two; but prices are not likely to be easier, as the supplies have been short for some time, nearly all consumers waiting for deliveries, even on contracts placed a while ago. The item which is going to find favor over the next month or two will be patent calf and other patent leathers. Such goods have not been produced in quantity of late, and the increased demand will probably send prices up almost at once. As was only natural on the eve of the Whitsuntide holiday market hides were ¼d. per lb. easier in Bermondsey, most of the northern markets following suit. This is just the time when hides ought to be at their lowest, except, perhaps, when the Christmas glut is on. They are, however, at famine prices, and one looks with concern to the further prospects of dearer leather should there be a fresh upward movement in raw hides next week. Green calf skins are unchanged, and remain on a very high basis, being quite 10 per cent. above the relative prices at which calf leather is selling. Raw horse hides were a little dearer all round but there was a slight cheapening of sheep skins and lambs, owing, perhaps, to increased supplies."

In dealing with the subject of delimiting with sulphite of soda, Ettore Giusiana says: "Delimiting the skins preparatory to tanning them is a matter of great importance, and when it is properly done it means the assurance of good results both in the output of leather and in the beauty of it. Every one knows that a preliminary delimiting with fresh running water in a drum removes the larger part of the lime soaps if care has first been taken to eliminate the fatty matters. This treatment is followed by a chemical purge, properly speaking; that is, the decomposition and removal of the last traces of the calcareous soaps and alkaline sulphurets, the lime, both free and in form of carbonate, and of hydrate, by employing either mineral acids such as sulphuric or hydrochloric, or by organic acids like lactic, formic, acetic, etc. Mineral

acids, if not used with great caution, are often injurious to the skins, while the organic acids never give very satisfactory results, and their cost is besides very high. I have studied the subject in a practical and at the same time economical manner, with the object of securing a perfect delimiting and the plumping necessary to insure absorbing of the tan extracts quickly and thus give a good output of leather. My process is based simply upon the production of sulphurous gas in a nascent state on the surface and within the tissue of the skins. Its advantages are as follows: First, decomposition of the alkaline sulphurets. Second, solubilization of the lime, giving products readily soluble in water. Third, bleaching and swelling of the skin, aiding directly in the work of rapid tanning. The skins are first well purged mechanically and rinsed in running water; they are then treated for about half an hour in a solution of sulphite of soda at a strength of about 35 degrees Be., the quantity varying according as the skins are heavy or light. In this first treatment the following reactions are produced: That is, the bisulphate attacks the alkaline sulphurets and hydrate of lime, forming a neutral sulphite of soda, soluble sulphate of lime, caustic soda which decomposes the lime soaps, and the liberation of sulphohydric acid. After a half hour of this treatment the theoretical quantity of commercial hydrochloric acid, if possible free from iron and well diluted with water, is introduced slowly into the drum through the hollow axle, and the skins are turned for another half hour. This second phase gives the following reactions: A very slight excess of HCl insures the elimination of the lime in the form of a chloride which is very soluble in water. Chloride of sodium is liberated, which is not injurious to the skins, and also sulphuric acid which swell them and at the same time bleaches them and removes black spots due to the salt and alkaline polysulphurets. Under these conditions one may be sure that the delimiting is perfect and rinsing the skins afterwards is of little consequence. To verify practically whether the delimiting has been properly done all that is needed is to examine qualitatively the sediment formed in a test tube by dosing some of the liquor taken from the drum before and after delimiting with ammonia and oxalate of ammonia. Employed in various tanneries my process has always given good results, and it is now being used on a large scale. If water is used at a temperature of 64 to 68 degrees F. the reactions will take place more quickly. The cost of the reagents required for about 250 pounds of skins is from 8 to 10 cents.

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# English Impressions

The feelings awakened by the first glimpse of the white cliffs of the English coast from the deck of a Channel steamer cannot be easily described. It suggested first, thoughts of the early Phoenician traders who kept their knowledge of "Albion" such a carefully guarded secret. It awakened memories of Romans, Angles, Saxons and Gauls who in succession crossed the narrow strait to lay claim to dominion over these uttermost "isles of the sea." But more than all it brought to one's recollection the great events that step by step brought Britain to her foremost place among the nations of the world. Better still, even, the tender thoughts aroused by this "land of our fathers" and the heritage of hope, peace and happiness it has bequeathed not only to its own people but to millions in other lands who owe to British institutions all that they hold precious in personal and national privilege.

It was good to be in the "father land" and as the train sped through the beautiful meadows and smiling gardens of Kent with shimmering landscape and cosy farm-houses, nestling villages and occasional busy towns, one realized to some extent what makes England so dear to her sons. A few impressions very hurriedly given must suffice for that which ought to demand much more deliberate and mature consideration.

The climate is perhaps the most difficult thing for one from America to understand and appreciate. The spring is a trying time in any country where the seasons are more or less uncertain; but in England there is absolute certainty about this uncertainty. Here one really never seems to know what a day will bring forth and this has been true to a perhaps greater extent than usual, if such a paradox be possible, this year when summer weather apparently prevailed in March and winter and early spring were commingled in May. At all events the moisture, cold and wind combined to make acclimatization rather a slow and difficult process, and unless one were very careful the respiratory organs were involved in the effort. There is no doubt that the return of the late King to England from the south of France to conditions such as have existed for nearly a month in England was directly responsible for his untimely death. English people living steadily at home seem to have so accustomed themselves to the atmosphere that not only do they not mind it but seem to actually thrive on it. It is quite common to see very small children thinly clad and in short socks braving and even enjoying conditions that we in Canada would consider called for

heavy clothing and the utmost care of the person.

In the matter of health, it is a subject of constant remark the number of healthy-looking people, and particularly children, one meets even in a crowded city like London. Their ruddy complexions, their brightness of manner and heartiness of habit constantly met with especially amongst the middle and better classes excites frequent surprise. If England is to be judged by the apparent health of those one meets on the streets there ought to be possible no physical decadence at least for some time to come. While this impression holds good as far as the women and children are concerned, it must be modified somewhat by the fact that many of the men seem to lack the forcefulness and aggressiveness that is so characteristic of our western life. For this the social customs are more or less responsible as drinking and smoking are much more common amongst all classes here than with us. Ruddy complexions attributable to other causes than healthy habits and outdoor life are all too common, while the young men seem to be falling largely under the baneful spell of the cigarette. Apart from the curse of strong drink that is everywhere observable amongst the masses, the deteriorating influence of alcohol and narcotics may be observed amongst those in the higher walks of life and particularly amongst business men.

London is a wonderful city with its eight millions of people—more than the entire population of Canada—and its wonderful business reaching to the very ends of the earth. The thing that first strikes the visitor is the absence of tall buildings such as will be found in all of our large Canadian and American centres. There are few buildings in London over five storeys high and the majority are not over three. The city is a coagulation of towns or boroughs and some idea of its extent may be formed when it is said that one can drive for sixteen miles across it without leaving its limits. The handling of the immense street traffic, especially at congested centres, by the police excites astonishment and admiration. With very little interruption it is directed this way and that without fuss or circumstance by single policemen who are at once the most polite, intelligent and dignified to be found anywhere in the world. They are proverbial for their good nature, knowledge of the city and smartness of appearance and address.

For its size, London is the cleanest city of the world. Most of its streets are paved with asphalt and are kept in perfect repair. The absence of heavy frosts probably makes this a simpler process than with us,

but undoubtedly the more potent reason is the better quality of the paving work. The surfaces are kept absolutely free from dirt by boys who with large pans and hand brushes gather it constantly almost from beneath the feet of the horses and wheels of the motors. It is a sight to watch these boys dodging the conveyances as they do this work and the result is that, notwithstanding the moisture and the tremendous traffic, there is an absence of filth and odor that some of us at home would welcome on our streets. It is perfectly marvellous how little dirt will be found on any of the London streets. One very great nuisance however, is the smoke which the general use of soft coal produces. This combines with the damp to make a most disagreeable, murky atmosphere which is most trying.

The heating of the houses in England is still accomplished by old methods and even in many of the hotels they depend upon grate fires to overcome the cold of winter and take off the chill of spring. The flues are small and the results of these fires, at least as far as those used to heating methods in the new world are concerned, most disappointing. One's knees may be "roasting" while one's back is being played upon by cold chills. And yet English people will state in all sincerity that they would not have in their houses or establishments hot water or steam radiators. To the visitor the discomfort of a visit to England in the winter or early spring through the inadequate heating arrangements is often well nigh unbearable.

One of the things which strikes a Canadian is the general ignorance that prevails with regard to Canada and for that matter other parts of the Empire, even amongst the more intelligent reading classes or amongst business men whom one might expect to know better. Even those doing business with Canada know all too little about our country, our government and our ways. There is vastly more interest to-day manifested than a few years since, nevertheless we are still largely regarded as more or less "foreign" or at least largely removed from the sphere of personal interest. Nine out of ten Britishers can hardly distinguish between a Canadian and an American and often still confound San Francisco with Vancouver or Winnipeg with Chicago. With the advertising we have recently been getting through the large drafts made upon Britain for our immigrants the eyes of the public here are being opened and a more intelligent understanding of Canadian affairs is being brought about.

A crisis has been reached in the political history of the country that is bound to mean much with regard not only to its destiny but that of the various parts of the British Empire. Ten years ago free trade was so thoroughly established as a principle of British government that argument was out of the question. There was only one side to the subject in Great Britain and a candidate who had the temerity to express any doubt was doomed to defeat. The recent election showed the tremendous change in popular

opinion and if another election were held to-morrow "tariff reform," it is freely admitted, would sweep the country. The political situation is giving cause for grave anxiety. The proposal to abolish the veto privilege of the House of Lords on financial questions and the possibility of a measure of Home Rule for Ireland being submitted have introduced issues that will make the next session of Parliament one of the most remarkable in the history of the country. There is little doubt, from conversation with the more thoughtful and intelligent men of affairs of the country, that this next year has in store some most trying experiences in the political and commercial history of the United Kingdom.

An afternoon spent in the House of Commons previous to the present recess gave an outsider some opportunity for observing the men and methods connected with the chief seat of government for the Empire. It happened that the policy of the Government with regard to British South Africa was under consideration and there was thus some breadth given to the discussion. Nevertheless the impression made by some of the principal speakers from both sides of the House was disappointing both with regard to matter and delivery. The debating ability did not seem to be equal in any way to that which is usually found in our own Dominion House or even some of the local legislatures. Of course British oratory is said to be largely of the cold, methodic, deliberate sort that does not warm the hearer, but this surely could not apply to the great speakers of the past who have thrilled the world with their utterances from the floor of this same old chamber. At all events, one who expects fervid oratory or keen invective will hardly find it just now amongst those who represent Great Britain in its popular forum.

In business England still works away in her endeavor not only to hold her own but the world's markets against competitors that are every day becoming more numerous and aggressive. That she manages to maintain her supremacy may be a fact, but even the most sanguine of English business men will admit that the battle is a very sore one and that the odds against him are becoming more and more trying. At the same time one has only to visit some of her manufacturing centres and busy seaports to realize how great a factor Britain is still in the world's commerce. But some of her industries have in recent years received severe "jolting" at the hands of foreign competition and one cannot ignore the fact that thousands of her mechanics as well as farm workers are leaving weekly for other lands to find fuller employment and better wages. The latter fact is a matter of constant comment and complaint by the leading newspapers and is having no small effect in modifying popular opinion as to the benefits of free trade. It is claimed that since the first of the year every ship carrying third-class passengers to the United States and Canada has been overbooked.

A word as to how the methods of business impress the outsider in London and other large English centres. Business men take things considerably more quietly than do those on the west side of the Atlantic, and one is not sure but that their steadiness and deliberateness does not accomplish quite as much if not more than our feverishness and rush. It is almost impossible to do business with wholesale people or in fact with the heads of large retail establishments before ten o'clock in the morning and business is practically suspended between one and two o'clock in the afternoon for lunch. At four o'clock "tea" is taken either in an adjacent shop or on the premises, so that between four and five it is almost a waste of time to call and one has thus to "chance it" between four-thirty and six o'clock. In almost every case a card has to be sent in and the business stated before an interview can be secured and very often an appointment has to be made. The result is that the process of doing business is somewhat trying to one not familiar with the ways of the country. But there is this to be said, business is done, and that on a scale that surprises those who have an opportunity to judge and one does not meet so many grey-haired young business men and so many broken down dyspeptics amongst the older members of commercial circles.

A word or two with regard to the shoe and leather trades of Great Britain. While conditions have improved considerably within the past year or two they are not what they once were, and although a fresh impetus has been given to export trade by changes in methods and ideals, it will take some coaxing to get back trade that has been lost to other more progressive countries in the interval.

One thing that strikes the outsider in regard to British leather and shoes is the general excellence of quality which seems to be demanded and given. Even the cheaper grades have a character difficult to find in shoes of the same class made for instance in Canada. The British wearer demands "leather" in his footwear and thus in even the finer grades the soles are apt to be much more substantial than with us. In fact in their children's lines this is carried to an extreme that would make their sale difficult with us. In children's strap slippers, sandals and the like the soles are often as sturdy as one would expect to find in boys' boots. In their men's and women's lines of medium class this feature is often very noticeable.

In their medium and fine lines their selection of stock seems to be much more even than with us, probably owing to their large market and therefore better selections. In all cases the finish is remarkably good, showing carefulness and exactness of workmanship for which the English have ever been noted.

In men's and women's high grade shoes the tendency towards American models is decidedly noticeable although manufacturers claim that there is still an overwhelming proportion of the home trade asking for English styles. Nevertheless in every set of sam-

ples will be found styles that are identical with those of the United States and Canada.

In men's medium lines the popular prices are \$2.00 and \$2.50 for machine sewn and in welted goods \$3.00 to \$3.50. In the finer grades prices range from \$4.50 to \$6.50, in which the values are about the same as ours with a few extra touches as to finish. In women's lines the popular shoes are placed at \$2.50 to \$3.00, with special lines ranging from \$4.00 to \$6.00. Then women's lines do not seem to rank as high as the men's in style and finish, although some very smart Oxfords are shown at very low prices.

While the popular prices run about the same as with us there is a great range of cheap goods of English style which but for their shapes and appearance would appeal to the Canadian buyer. In their medium and high grade goods with American lasts the English trade ought to make good their determination to carry the war into Africa and seem already to be getting a hold not only upon American but Canadian trade. One house claims to be doing a large trade already in America and hopes to double or treble it this year.

The invasion of English rubber footwear will be watched with interest. They sell at very low prices here, especially sporting goods, and whether the tariff and freight they have against them in Canada will be a deterrent remains to be seen.

A feature of the moment is the tremendous interest in rubber development schemes. There are over a hundred companies, with others to come, promising all kinds of results to investors. London seems rubber crazy and it is not difficult to predict that disaster must follow such wild speculation. An instance is quoted of a company which has been capitalized at £300,000 to grow rubber somewhere down south. An enquiry elicited the report from someone on the spot that the land is pure swamp and that of such character that it could not breed good alligators. Thousands of innocent people are being daily drawn into such schemes.

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Heavy skins may be treated with a bate of lactic acid in the following manner: For each 100 lbs. of raw hide take one pint of lactic acid and one pound of common salt. Put the salt and one-half of the acid into a paddle vat with tepid water. The skins are paddled in this solution for 15 minutes and the remaining half of the acid is then added and the skins kept in motion till action is completed. For the following lot it will be necessary to add only  $\frac{3}{4}$  of a pint of the acid and  $\frac{1}{2}$  pound of salt for each 100 pounds of skins. This bate can be used for 8 or 10 days but no more salt should be added after the fifth or sixth lot of skins. The temperature of the bate should not exceed 90 degrees F. The skins should be thoroughly washed to free them from lime before being put into the bate, and they should be kept in constant motion while there.

**FLAT FOOT IS VERY PREVALENT**—Flat-foot, weak and broken down arches and fallen insteps, result from many causes. Dealers who supply needs of customers needing supports increase hold on customers as well as increase their business. The pains of flat-foot, weak and broken-down arches and fallen instep are first indicated by pains in the heels, tiring after little walking or standing, cramping toes, callouses on sole or rheumatic pains in ankle and instep, radiating up to the knee and thigh. It is due to the straining of the muscles and ligaments that support of the body's weight at the arch or instep. The causes leading to this are many: improperly fitted shoes and long standing on hard floors and pavements, and weakness from long and serious illness, all tend to strain the muscles and cause the arch to lower. "Fallen arch or flat-foot," says Dr. Scholl, of The Scholl Mfg. Co., "so very prevalent and the direct cause of so much pain and suffering, should be immediately attended to. Relief and complete restoration may be brought about by proper application of mechanical supports to the weak foot. In presenting our Scholl 'Foot-Eazers' and 'Tri-Spring' arch supports, we assure dealers that every principle of anatomical construction has been observed. Many years of experience in this business coupled with that of physician, orthopedist, shoemaker and retailer, the use of proper materials, producing fit, shape and finish, are points very essential in establishing a reputation as a foot-fitter. The dealer should carefully observe all feet, for flat-foot is a frequent ailment. The dealers' recommendation as regards the necessity of wearing an arch support is all that is necessary and all customers appreciate this indication of interest. The dealer will bring himself closer to customers and at the same time will be increasing his business."

**PRESIDENT RUSSELL**—On the 9th ultimo, we had the pleasure of a call from Mr. Geo. W. Russell, president of the



G. W. Russell.

Fellmongers' Association of Great Britain and Ireland, and senior member of the firm of G. W. Russell & Son, fellmongers, woolstaplers, leather dressers and parchment manufacturers of Hitchin, England. Mr. Russell's visit to Canada was more of a pleasure trip than a business one, although he wasn't averse to booking a good order if it happened to come his way. Mr. Russell has visited Canada several times, and is most favorably impressed with the great possibilities which lie before the Dominion. Her re-

sources seem almost illimitable and should prove a source of great strength to the country. The firm of which Mr. Russell is the head was established in 1783 and has grown to large proportions. Mr. Russell is a public-spirited man and takes a great interest in the advancement of the town in which he lives. He has been a member of the District Council for many years, and at a bye-election this year he was elected to the County Council of North Hitchin Division. Politically he is a Liberal of the old school and a firm believer in free trade. Mr. Russell also takes great interest in religious work, being a deacon in the church and superintendent of the Sunday School.

**AN UNUSUAL CHARGE**—On the somewhat unusual charge that he did during the past five years neglect to keep properly a set of books while carrying on his business, with

intent to defraud, Robert Compton, formerly a shoe merchant at 986 Queen Street west, Toronto, was arrested on May 12th. The charge, which is laid under section 417 of the criminal code, has been brought against the man by Mr. G. T. Clarkson, assignee, to whom Compton assigned a month or so ago.

**DEATH OF WELL-KNOWN SHOEMAN**—Mr. William Clayton, one of the oldest and most highly respected residents of Flesherton, Ontario, passed away at his home on May 10th, aged 78 years. Mr. Clayton, who was born in the city of York, England, has been in the boot and shoe business here since 1861, and was a man of the strictest integrity. In 1860 he was married near Whitby, Ont., to Miss Sarah Strachan, and the esteemed couple celebrated their golden wedding in January last. Besides his widow, three sons survive, viz., Thomas of Flesherton; David, J.P., of Lang, Sask., and William of Cornwall. The deceased was a Liberal in politics, a member of the Masonic Order, and a prominent official in the Methodist Church.

**SHOES CURE HOOKWORM**—"Until recently very few of the children of Porto Rico and scarcely any of the laboring class in the rural districts have been accustomed to wearing shoes," said Mr. R. K. Patillo of New Orleans, at the Eutaw House. "While in San Juan recently, I learned that most of the boys and girls now attending the public schools have ceased to go barefooted. Nearly 100,000 juveniles of both sexes have taken to shoes and those still unshod are longing for the time when they may be similarly equipped. This shoe-wearing movement has had its birth in the agitation over the hookworm disease. Physicians and scientists agreed that the miserable parasite found its entrance to the human body through the feet, and that with the extremities protected by shoes there was little danger from this source. One of the foremost doctors down there told me that the widespread anæmic condition of his countrymen was unquestionably due to the custom of going barefoot, and that there was going to be a strong effort to get a general law passed making the wearing of shoes compulsory."—Ex.

**THE SOVEREIGN SHOE COMPANY** have just issued a neat booklet entitled "The Whys of Puritan Colt," which tells you why Puritan Colt is the most perfect patent leather yet produced. They control this brand for Canada and sell it with a guarantee behind every pair of shoes, and at the beginning it looked a big hit or a big failure, but it has now been so thoroughly tested that the trade are realizing it is a big hit and of the biggest kind, and dealers everywhere unanimously admit that it is the "No Trouble" patent leather. Send for a booklet, it is free for the asking.

**NEW TRADE JOURNAL LAUNCHED**—The initial number of a new trade journal, called "Shoe Topics," has been received. The new journal, which has a brightly designed cover and an attractive arrangement of matter, has made a most creditable entry into the already well-covered field of shoe trade journalism. The contents are well edited and are treated in a concise and interesting manner. The journal appeals especially to "the shoe factory, buyers, superintendents and foreman," and is published by the Association of Superintendents' and Foremen's Pub. Co., Inc., and is issued weekly. Mr. F. S. Gorham is the manager; E. J. McGrath, business department; Jas. T. Doyle, advertising manager; directors, F. P. Thrasher, jr., superintendent S. H. Howe Shoe Co., Marlboro; R. I. Hallett, superintendent A. J. Bates Co., Webster; E. E. Durand, Woodbury Shoe Co., Beverly; C. S. Benvie, J. L. Walker & Co., Lynn; W. E. Conlin, Pratt-Reid, Natick; J. F. Gordon, Andrew-Wasgatt Co., Everett; H. H. Lang, Lynn, all of Mass.

**KEPT HUSTLING**—The "Doctors" waterproof shoes in tans and blacks are taking on immensely with the trade and it keeps the Tebbutt Shoe and Leather Co., of Three Rivers, on the hustle to keep up with the orders which are being booked.

This firm has one of the best equipped factories in the Province of Quebec, and the well-known quality of their output has enabled them to build up a large business connection.

**NOTICE OF INCORPORATION**—Notice has been published of the granting of a charter of incorporation to the Doering Trunk Company, Ltd., of Waterloo, Ontario. The company will manufacture and sell boxes, trunks, bags, suit cases and leather goods. The share capital of the company is forty thousand dollars. The provisional directors are Frederick Doering, Jacob Henry Wiederhold, Levi Weber Shuh and Frank Shuh.

**GIFT TO SANATORIUM**—Mr. Rowland Hill, who conducts two shoe stores in London, Ont., on Dundas Street, and the other on the Hamilton Road East, has made a most commendable move in deciding to present 10 per cent. of his gross receipts on Wednesday, Thursday and Friday of this week (May 10th) to the London Sanatorium for the care of tubercular patients. This move is made in commemoration of the tenth anniversary of his opening a successful business. Mr. Hill has resided in London since he was three years of age. He was 20 years with one city shoe firm before going into business for himself. He started business at the corner of Wellington and Hill Streets in a shop 16 feet square on May 12, 1900. On March 1, 1901, he bought out R. Kirkpatrick's business, next to The Advertiser building. In a few years the shop was enlarged to twice its size, and on September 1, 1907, a branch store was opened at 429 Hamilton Road, in the Bourne Block. "Reliable Footwear" was Mr. Hill's motto from the very first, and he has faithfully carried it out in both stores. He believes most heartily in newspaper advertising, but not of the sensational sort, preferring to make only such statements as will be borne out in the goods sold. His firm belief is that a satisfied customer is the best advertisement.

A prominent manufacturer of women's lines is quoted as saying that the high toe lasts are monstrosities, and will not sell. Sensible dealers will not buy them, and as most dealers have common sense, their sale will be very limited, I can assure you. Toes tend to broaden out. Women are anxious to get away from pointed toes, and I don't think anyone can blame them. In the new lasts the vamps are longer. I do not mean they are extremely long; not at all. They are simply a shade longer. No one could expect that short vamps would remain forever. These things come and go: first one extreme is reached and then the other, but never quickly. The longer vamps will be liked and they will be better fitting. As to patterns, it is rather early to make predictions. In leathers we can safely bank on patents any time. Women like patent leather better than any other because it requires no effort on their part to keep their shoes bright and clean.

**JAMES PRICE,**  
DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
23 and 25 Wellington Street, MONTREAL.  
Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of **New Castle Kid**

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—The activity noted a month ago amongst the manufacturers still continues. The reports from the travelers on the road indicate a good season ahead. Orders are coming in very satisfactorily. The wholesalers report a fairly good month; they have been kept busy completing shipments, and some are yet behind owing to manufacturers being unable to supply goods fast enough. The jobbers report a fairly good sorting trade and anticipate a good season. Retailers have been busier and report greatly increased sales over corresponding period of last year. Rubbers are quiet as is usual at this season of the year.

**HIDES**—The market continues quiet with prices slightly improved. The receipts are light and ninety per cent. of the hides coming in are grubby. Although prices have advanced slightly it is more on account of local conditions than that the hides are worth more. The fact is that the prices paid are considerably more than the actual value of the hides would warrant. One large dealer expressed the opinion that it was a very unwise policy to inflate prices beyond the actual value of the commodity, no matter in what line you were dealing. It is said that more was being paid at some points in the country than could be obtained for the best city take-off. The following are the latest quotations:—

No. 1 inspected steers	11½	
No. 2 inspected steers	10½	
No. 1 inspected cows	11½	
No. 2 inspected cows	10½	
No. 3 inspected cows and bulls	9½	
Country hides (green or cured)	10	10½
Calfskins, city	15	16
Calfskins, country	15	16
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Sheepskins, each	1.25	1.35

**TALLOW**—The market is quiet, and prices are unchanged with light transactions. The following are the latest quotations:—

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—The market is unchanged with fair transactions. The following are the latest quotations:—

Washed fleece	20	22
Unwashed fleece	12½	14
Rejects	16	

**LEATHER**—The improved conditions of a month ago still continue. The transactions have increased and a splendid volume of business is reported. Prices have remained steady and firm. In nearly all grades of leather the demand has been good. Sole leather of the light and medium weights in both oak and hemlock has received a good call. Colored leathers are selling well. Tans and browns, as reported a month ago, are very popular shades and have been much in evidence with the manufacturers. Patent leather is still a prime favorite in the manufacture of boots and shoes. Fancy leathers in all finishes have been selling well and at firm prices. The outlook favors a continued strong market. The following are the latest quotations:—

**LEATHER WHOLESALE.**

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

**Harness leather—**

No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37

**Hemlock Country Harness—**

No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20
Kip skins, French	1.10	1.25
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	85
French calf	1.35	1.60
Splits, light and medium	25	26
Splits, heavy	24	25
Splits, junior	20	21
Enamel cow, per foot	20	25
Pebble grain	16	19
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**CUT SOLES**—Prices remain unchanged with fair sales reported. The following are the latest quotations:—

**OUTSOLES.**

<b>Oak—</b>	<b>Gauge</b>	<b>Price</b>
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
<b>Spanish—</b>		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

**TAP SOLES.**

	<b>HEIGHT</b>	<b>PRICE</b>	<b>HEIGHT</b>
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70— 2.10	4
Men's X	6	2.25— 1.85	4½
Women's XXX	5	2.40— 1.95	4
Women's XX	5	2.05— 1.45	3½
Women's X	4	1.20— 1.10	4
Boys' XXX	5½	2.90— 2.35	4½
Boys' XX	5½	2.65— 2.20	4½
Boys' X	5½	1.60— 1.35	4½

**TOP LIFTS.**

Men's XXX	5½	\$1.35— 75	4½
Men's XX	5½	1.15— 70	4½
Men's X	5	65— 50	5
Women's XXX	5	55— 50	4½
Women's XX	5	45— 40	4½
Boys' XXX	5	70— 60	4½
Boys' XX	5	60— 50	4½

**SHAPED HEELS.**

	<b>Size</b>	<b>Price</b>
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

**BOX TOES.**

Men's ¾	5c. pr.
Women's ¼	3¼c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's 7¼	8c. pr.
Women's 5¾	6¾c. pr.

**TANNERS' MATERIALS**—The market continues quiet with about the usual sales. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6½	7
Cod oil, pure Newfoundland,		
tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½



# Montreal Markets

**BOOTS AND SHOES**—The manufacturers are all busy and speak hopefully of the outlook for the coming season. The wholesalers have also had a fairly active month. The travelers report orders being placed fairly well, and whilst quite up to the average of a year ago not quite up to expectations. The jobbers have had a fairly good sorting trade and seem to be very sanguine for the future of the boot and shoe trade. The retailers report splendid sales and anticipate a good season. The rubber trade was fairly good, though this is off season for rubbers.

**HIDES**—The market is reported active. There is still keen competition between the buyers but the receipts are only limited. The quality of the hides coming in is not of the best, but the dealers seem anxious to pick up anything that comes their way. There is no accumulation of hides, and the tanners will be compelled to fall in line and pay the price demanded by the dealer so the dealer says, if they wish to keep their vats full. The tanners, however, are not worrying about the situation, and are abiding their time. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	17
No. 2 quoted .....	12½
No. 3 quoted .....	11½
Country prices—	
No. 1 quoted .....	12
No. 2 quoted .....	11
No. 3 quoted .....	10

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	17
No. 2 quoted .....	14
Country prices—	
No. 1 quoted .....	15
No. 2 quoted .....	13
Sheepskins, each .....	\$1.40

**TALLOW**—The market continues with our feature. Prices are unchanged. The following are the latest quotations:—

Extra .....	6½	
Ordinary .....	6¼	
Fair to good .....	6	6¼

**WOOL**—There is about the usual call with prices unchanged. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—There has not been the activity which was thought would be experienced, but conditions may be said to have improved somewhat since our last report. The local consumption is good, but the export trade is practically nil, although a few inquiries have been received and a few small consignments have gone forward. Sole leather in all weights has been selling fairly well, the greater call being for the medium grades. Patents and colored leathers are moving fairly well because of the popularity of these leathers with the boot and shoe manufacturers. Fancy leathers are also meeting with sales at firm prices. The following are approximate quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 ..	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L ..	26	27½
Slaughter, oak, No. 2M ..	24	25½
Harness ..	32	34
Wax upper, heavy ..	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color ..	18	22
Patnas, black ..	8	32
North African ..	12	18
Chinese ..	12	36
Box chrome calf—		
A. H. French ..	23	
A. Hm ..	22	
A. M ..	21	
B. H. ..	22	
B. Hm ..	20	
B. M. ..	18	
Veal, other European ..	17	20
Veal X ..	15	18

Grassers ..	15	17
Grassers X ..	14	16
Reject ..	12	14
Box chrome kips—		
A. H., Swiss hide ..	18	
A. Hm. Canadian ..	16	
A. M. ..	15	
B. H. ..	15	
B. Hm. ..	14	
C. X. ..	13	
Reject ..	13	down
Dull chrome calf—		
A ..	20½	21
B ..	18½	19

## SHEEP SKINS.

Black glaze chrome—			
Canadian for upper A ..	9	10½	
Canadian for upper B ..	8½	10	
Comb'n glaze for upper A ..	9	9½	
Comb'n glaze for upper B ..	8½	9½	
Calfine, A. H., Can. native ..	9¾		
Calfine, A. M., Can. native ..	9½		
Calfine, A. L., Can. native ..	9		
Calfine, B. H., Can. native ..	9		
Calfine, B. M., Can. native ..	8¾		
Slats, A. H. ..	9½		
Slats, A. M. ..	9¼		
Slats, A. L. ..	9		
Slats, B. H. ..	8½		
Slats, B. M. ..	8		
Pickle skins for lining—			
A common pickle ..	8		
B ..	7½		
C ..	7		
Cape A ..	9		
Cape B ..	8¾		
Cape C ..	7½		
Job ..	5¼	5¾	
H Facing ..	8¾		
L Facing ..	8½		
Splits, senior, per lb. ..	21	22	
Splits, junior, per lb. ..	18	19	
Splits, senior, per foot ..	7¾		
Splits H. and Hm. per foot ..	7½		
Splits, M, per foot ..	6½		
Splits, Lm, per foot ..	6		
Splits, junior, per foot ..	4¾		
Splits, trimmed, H. M., per lb. ..	23		
Splits, trimmed, M., per lb. ..	22		
Pebble A. L. ..	10		
Pebble A. L. M. ..	10½		
Pebble A. M. ..	11	11½	
Pebble A. Hm. ..	11½	12	
Buff A. M. ..	11		
Buff A. Hm. ..	11½		
Buff A. H. ..	12		
Table run pebble ..	9½		
Job pebble ..	8		

# Quebec Markets

**BOOTS AND SHOES**—The manufacturers are getting fall orders fairly under way and anticipate a satisfactory season. Their travelers on the road report business good. As a considerable quantity of spring orders has already been shipped, many factories are now getting out their fall samples. The jobbing houses have kept things moving, but say that they are now a little quiet. The sorting trade has kept up fairly well. There is a good demand for chocolate and tan goods. The retailers have had a fairly good month, but, generally speaking, trade is a little quiet. Of course, there is little doing in rubbers, as is usual at this season of the year. On the whole, trade seems to be more settled and the outlook favors a good activity for next month.

**HIDES**—A small business is being done and the market has not registered any important change in prices since the beginning of the month. The inquiry at present is not considerable, but it is expected that things will improve shortly. The quality of hides coming on the market is improving and as there is no accumulation, dealers buy them freely. The long-haired stock still proves difficult to move. The latest quotations are as follows:—

Sheepskins ... ..	25	1.00
Sheep clip skins ... ..	15	40
Lambskins ... ..	20	70

City and country hides quotations. Prices to butchers:

No. 1 quoted ... ..	14
No. 2 quoted ... ..	13
No. 3 quoted ... ..	12

## CALFSKINS.

City and country prices—

No. 1 quoted ... ..	16
No. 2 quoted ... ..	14

**WOOL**—The situation is unchanged and the wool market is quiet with few sales of small importance. Manufacturers are reported to have a good supply in hand to meet the demand. On account of the dullness of the market, prices had a decline of about a cent. Although dealers are confident in an improvement of the trade as the general aspect of affairs was taking a little more favorable color at the end of the month. Quotations are:

Canadian pulled wool ... ..	22	29
Washed fleece ... ..	26	28
Unwashed fleece ... ..	16	18
Greasy cape ... ..	18	22
Medium ... ..	23	25

**TALLOW**—Practically no change has taken place. Buying is still at a minimum and prices, which are unchanged for the present, rule for extra tallow at 6½c per pound.

**FISH OILS**—Few sales have been made within the past few weeks but, in general, there is actually very little activity in this trade on account of the scarcity of supply. No alteration in quotations have been noted and we quote:—

Cod oil, Gaspé, gal. ....	30	35
Sea-hog oil ... ..	35	38
Sea-wolf oil, refined ... ..	35	37
Whale oil, No. 1, refined, gal ...	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt ... ..	70	75

**SHOE FINDINGS**—The local shoe findings market is quiet and the little business done, for the most part, is for immediate wants. Stocks, although not considerable, are satisfactory. Manufacturers and dealers expect that business will assume good proportions in the near future. The latest quotations are:—

Leather, friction and fibre board	3½	6
Union leather ... ..	8	9
Stiffners, union ... ..	1	3
Stiffners, leather board, per 100		
pounds .. . . . .	75	1.15
Insole leather ... ..	7	8
Leather board, per lb. ....	2	3

**LEATHERS**—In leather business has been quiet, but trade is well up to the average for this season of the year. This

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quietness is due to the fact that manufacturers have, for the greatest part, the leather they need for manufacturing their present orders. They don't want to buy at present, expecting a decrease in prices. This decline would surely have been registered this month if taners had not been obliged to increase their employes' wages 25 per cent.; this is the reason that values, generally, hold firm for the present, and no tanner seems inclined to cut prices. Export trade is satisfactory. All fancy leathers are in good demand. The latest quotations are:—

**LEATHER.**

**Harness leather—**

No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	33	
Splits, junior, per lb. ....	32	
Splits, senior, per foot .....	5	10
Splits, H and Mm, per foot ..	10	
Splits, M, per foot .....	7	
Splits, Lm, per foot .....	6½	

Splits, junior, per foot .....	5	
Splits, flexible, per lb. ....	24	
Splits, trimmed, H M, per lb..	34	
Splits, trimmed, M, per lb..	34	
Pebble, A L .....	15	
Pebble A L M .....	15½	
Pebble, A M .....	16	
Pebble, A H M .....	16½	
Buff, A M .....	16	
Buff, A H .....	17	
Moccasin leather, red, per stamp weight, lb. ....	11	
Oil grain (Quebec) per foot..	18	19
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	
Glove grain .....	16	18
Heavy grain .....	17	19
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	16	23
Patent kid .....	36	46
White alum .....	11	15

Sumac .....	9½	11
Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

**TANNERS' MATERIALS**—The market is satisfactory in tanners' materials and good sales have been made. An increase of one cent has been registered in prices and we quote:—

Degras .....	3½	7
Sumac .....	\$69.00	
Gambier .....	5½	6½
Hemlock extract .....	4¼	5
Hemlock bark, per cord.....	8.00	7.50
Oak extract .....	4	4½
Mineral tanners' extract ....	6	7½
Scuth, lb. ....	4	

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# American Markets

## HIDES

**PACKER HIDES**—The market in Chicago has been vacillating but on the whole prices have about evened up for the month although the unsteadiness has been a source of more or less worry to the buyers. Tanners are still holding off, not satisfied to pay the prices asked for the quality of hides offering. Native steers of April take-off sold at 15½c. Spread steers were offered at 17c for January to June salting of this year. Butt-branded steers are pretty well sold up. Texas steers are quiet, 17c, 16c and 14½c were latest quotations for heavies, lights and extremes respectively. February and March Colorado steers are quoted at 14c. Heavy native cows are reported slow, prices ranging from 14c for March-April hides to 15¾c for Novembers. The supply of light cow is limited; 13½c was paid for April-May take-off and 13¾c for May take-off alone. Branded cows from Southern points were offered at 14c, but tanners considered these figures too high as compared with light native cows. Native bulls are quiet with 12½c ruling for February, March and April salting; branded bulls are quoted at 11½. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spready .....	17	
Heavy .....	15½	16½
Light .....	14½	15½
Texas steers—		
Heavy .....	17	
Light .....	16	
Extreme .....	14½	
Butt-branded steers .....	14¾	14½
Colorado steers .....	14	14½
Native cows—		
Light .....	13½	13¾
Heavy .....	14	14½
Branded cows .....	13½	14
Branded bulls .....	11½	
Native bulls .....	12½	

**COUNTRY HIDES**—An easier tone prevails but the market is quiet owing to indifference of tanners who anticipate lower prices. No. 1 steers, free of brands and grubs, 60 lbs. and up, are very slow and dealers are pretty well cleaned up by applying receipts on former sales; tanners do not care to pay more than 12c. No. 1 cows, free of brands and grubs, 60 lbs. and up are quoted at 11c to 11¼c, but tanners are unwilling to pay more than 10½c. Branded steers and cows, 40 lbs. and up, have been accumulating and dealers are willing to dispose of their holdings at from 9½c to 10c. No. 1 buff's, free of

brands and grubs, 45 to 60 lbs., are selling in car lots at 11c. Buyers do not seem anxious to lay in stock with present conditions prevailing, although dealers are inclined to ask higher prices. No. 1 extremes, 25 to 45 lbs., are held at 11c to 11¼c for present receipts, but very little is doing at these figures. Dealers are asking 10½c to 10¾c for No. 1 bulls, but there are no takers. No. 1 kips, 15 to 25 lbs., are offered at 11c to 11¼c for current receipts with a little better price for choice skins, but sales are light and there is an accumulation taking place. No. 1 calfskins, 8 to 15 lbs., are easier at 17c. Light calfskins and deacons are quoted at \$1.15 and 95c respectively. Country calfs are quoted as low as 15½c with packer at 17¾c to 18c. Collectors are well sold up on strictly first salted city skins and are not inclined to make quotations on future accumulations. No. 1 horse hides are unchanged at from \$3.80 to \$3.90. The following are the latest quotations.

No. 1 cows .....	11	11¼
No. 1 buff's .....	11	
No. 1 extremes .....	11	11½
Heavy steers .....	12	
No. 2 heavy steers .....	11	
Heavy bulls .....	10½	10¾
Calfskins .....	15½	17¾
Kips .....	11	11½
Deacons .....	95	1.20
Slunks (packer) .....	85	90
Slunks (country) .....	50	60
Horsehides .....	3.80	3.90

## LEATHER

**OAK SOLES**—There is a good demand for oak sole and stocks are pretty well bought up at firm prices. Shoe manufacturers are buying quite freely. The following are the latest quotations:—

<b>Scoured backs—</b>	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Light .....	43-44	40	36-38
Heavy .....	43-44	40-41	36-38
Medium .....	43-44	40-41	36-38

And other grades in proportion.

<b>Scoured bends—</b>			
8 to 10 lbs. ....	48	46	43-44
10 to 12 lbs. ....	48	46	43-44
12 to 14 lbs. ....	48	46	43-44

<b>Texas sides—</b>			
XX free of brands .....	36		
X h'v free of brands .....	35		
A h'v one brand .....	34		
B h'v two brands .....	33		
C h'v more than two brands .....	32		

<b>Texas bends—</b>			
XX .....	54		
X .....	49		
A .....	47		

B .....	46	
C .....	45	
<b>California sides—</b>		
<b>Light—</b>		
No. 1 .....	30	31
No. 2 .....	29	
<b>Medium—</b>		
No. 1 .....	30	31
No. 2 .....	29	
<b>Heavy—</b>		
No. 1 .....	32	33
No. 2 .....	29	
<b>California backs—</b>		
<b>Light—</b>		
No. 1 .....	33	34
No. 2 .....	31	32
<b>Medium—</b>		
No. 1 .....	35	36
No. 2 .....	32	
<b>Heavy—</b>		
No. 1 .....	37	38
No. 2 .....	32	33

**ROUGH LEATHER**—The market continues firm with a fair demand for russet for fancy wetting and japanning purposes. Buyers think prices too high but tanners will not grant any concessions. Receipts are only limited. The following are the latest quotations:—

### Hemlock.

Card .....	36	37
No. 1 .....	34	
Steers, No. 1 .....	29	30
Steers, No. 2 .....	30	
P D'g'd .....	24	25
Bulls .....	25	26

### Oak.

	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Country, light .....	34	30	28
Country, med. ....	34	30	28
Country, hy. ....	34	30	28
Packer, hy. ....	35	34	

**SPLITS**—There is a fair request for heavy finished splits, but no improved call for light splits. There is quite an accumulation in the warehouses. The following are the latest quotations:—

	<b>No. 1</b>	<b>No. 2</b>
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	26	23
Flesh .....	27-43	31-44
Flex .....	9-14	

There is good demand for patents at firm prices. Fancy leathers are much in evidence. Colored leathers are very popular and bring top figures. There is a large demand for all kinds of offal and most of the dealers are sold ahead.

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Some cards having the appearance of air-brush work are really spatter work cards. The designs may be cut from ordinary wrapping paper, remarks a show card writer. Lay flat on card to be spattered and fasten down well around the edges with fine pins. Dip a common tooth-brush in thin ink of desired color and run match across bristles, holding brush in correct position so that ink will fly on card. As soon as dry your card is ready for lettering. Hundreds of attractive cards may be produced by the adoption of flowers, illustrations, etc., taken from journals or wallpaper. Many times the effect is so

#### Pointers on Show Cards

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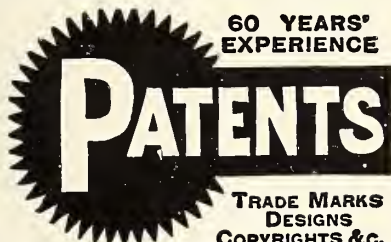
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If you are not fully posted regarding our Trade reports or not supplied with special tickets for procuring same, write or telephone. It will interest you.

**R. G. DUN & CO.,**  
TORONTO

W. C. MATTHEWS, Toronto, Canadian General Manager  
Canadian Offices at Toronto, Halifax, Hamilton, London, Ottawa, Quebec, St. John, Montreal, Winnipeg, Vancouver, Calgary.



**This is the best that can be made  
in Rubber Footwear.**

**In style, fit or quality, there's noth-  
ing better to be had.**

**It's a good line to handle for**

**1910-1911**

MANUFACTURED SOLELY BY

**The Gutta Percha & Rubber Mfg. Co.  
of Toronto, Limited**

**Head Offices: 47 Yonge Street  
TORONTO, CANADA.**

**Branches:**

**Montreal  
Winnipeg**

**Calgary  
Vancouver**

**Sydney, N. S. W.  
Melbourne, Vic.**

**( NOT IN ANY TRUST )**



# THE CANADIAN SHOE & LEATHER JOURNAL



VOL. XXIV

No. 7

**JULY**  
**1910**

Acton Publishing Co., Ltd.  
Toronto, Canada

# “ KEYSTONE ” CHANNEL CEMENT



MARK OF QUALITY

Where exclusive and uniform Quality is especially desirable, “KEYSTONE” CEMENT is without a serious competitor.

In your most exacting work — use “KEYSTONE” CEMENT. We fully guarantee the result.

Spanish and Hard Oak Leathers usually give Shoe Manufacturers a lot of trouble. “KEYSTONE” CEMENT hasn't failed yet to satisfactorily meet the most difficult emergency.

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155 Granville St., HALIFAX, N.S.  
Front and Yonge Streets, TORONTO, ONT.  
Alberta Block, CALGARY, ALTA.

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## KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds

Sheepskins    Skivers    “Ryco” Matt Kid

## RICHARD YOUNG CO.

36 and 38 Spruce Street - NEW YORK, U. S. A.

Branch: 54 South Street, BOSTON, MASS.

F. G. CLARKE, PRESIDENT.

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## CLARKE & CLARKE, Limited

*Established 1852.*

MANUFACTURERS OF SHEEPSKINS OF ALL KINDS

General Offices and Works—Christie Street, TORONTO.  
City Office and Warehouse—52 Bay Street,

BRANCHES—59 St. Peter St., MONTREAL. G. S. HUBBELL, Agent

553 St. Valier St., QUEBEC. RICHARD FRERES, Agents.

# Catalogues

Are works of art when properly printed. We print them that way at right prices.

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ACTON PUBLISHING CO. LIMITED

59-61 John St., Toronto, Ont.

# Trickett's Slippers

All Prices. All Styles.  
All Jobbers.

Largest Makers in the World

H. W. TRICKETT

Limited

WATERFOOT, England  
(Near Manchester)



— BE A —

**“WINNER”**

Don't follow the crowd,  
handle our lines and

**LEAD THE WAY**

We specialize in Children's  
solid Leather Footwear.

**WINN & CO**

MILTON - CANADA



Standard

Mark.

**For the Glove Trade**

**Horse Hide**

Mocha, Yukon, Drab, Smoked

**Cow Sides**

Pearl, Cream, Tan

**Sheep Skins**

Tan, Black, Green, Red, Cream

**Splits**

Mocha, Drab, Yellow, Black, Olive

**For the Shoe Trade**

**Chrome Sole**

Natural or Water-proof

**Elk Sides**

Tan, Black, Olive

**Chicago Tanning Co.**

Main Office and Salesroom, 130 W. Michigan. Tannery, Blackhawk and Dayton. Branches, Gloversville and New York City.

¶ After all has been  
said, the final test of  
a Shoe is its Wear-  
ing Qualities :: ::



THE  
*Lester's*  
SHOE

being made of solid leather is not  
only a wearer, but also a trade  
winner and business builder

**L. HIGGINS & CO.**

Moncton  
Yarmouth  
Halifax

THE PROOF  
OF THE RUBBER  
IS IN THE WEARING

# GRANBY RUBBERS

WEAR LIKE IRON  
HAVE YOU  
PUT THEM TO THE TEST?

## AMES-HOLDEN LIMITED

SOLE SELLING AGENTS

MONTREAL

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WINNIPEG

VANCOUVER

CALGARY

EDMONTON

ST. JOHN, N.B.

# Canada's Largest Calf Tanners

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## FALL TRADE LEATHERS

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### **Waterproof Heavy Storm Calf**

In Tans, Browns and Blacks, in Smooth or Boarded, Glazed or Dull Finishes. Specially selected for best quality high-cut boots.

### **Storm Finished Willow Calf**

In Colors and Blacks for more moderate and also for low-cut boots.

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### **Spring Trade Samples**

In Boots and Shoes should all include our up-to-date Chrome Russia Calf, an improved leather embodying all the desirable features of Combination Tanned Russia Calf, but in a pure chrome tannage.

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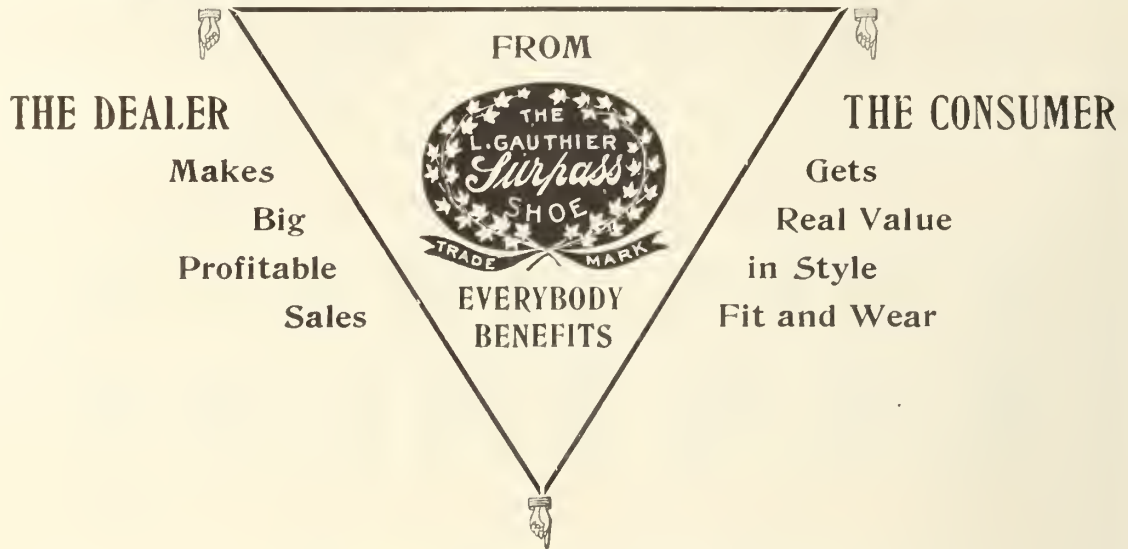
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**Samples Sent on Application. Prices Right.**

## **DAVIS LEATHER COMPANY, Ltd.**

NEWMARKET, ONTARIO, C NADA

# ARE YOU IN THIS?



OUR BUSINESS GROWS

THE  
LOUIS

GAUTHIER

COMPANY  
LIMITED

QUEBEC, P. Q.

## "THE NUGGET" BOOT POLISHES



AS USED IN THE ROYAL HOUSEHOLDS.

HAVE YOU SEEN IT?

*The*

## FINEST POSTER

That Ever Graced a Bill  
Board in Canada.

SUCH POSTERS

## SELL GOODS

and you reap the benefits  
if you carry a good supply  
of

## "NUGGET" POLISHES

HOW ABOUT IT?

*The Nugget Polish Co.*  
LIMITED

TORONTO - - - HALIFAX

**IN**  
**RUBBERS**  
**BOOTS, SHOES**

**WE HAVE EVERYTHING**

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Have you a Need—  
Something out of  
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We can fill it.

Do you want it  
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We'll do it.

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**JAMES ROBINSON,**

**182 - 186 McGill Street,**

**MONTREAL, - - - QUE.**

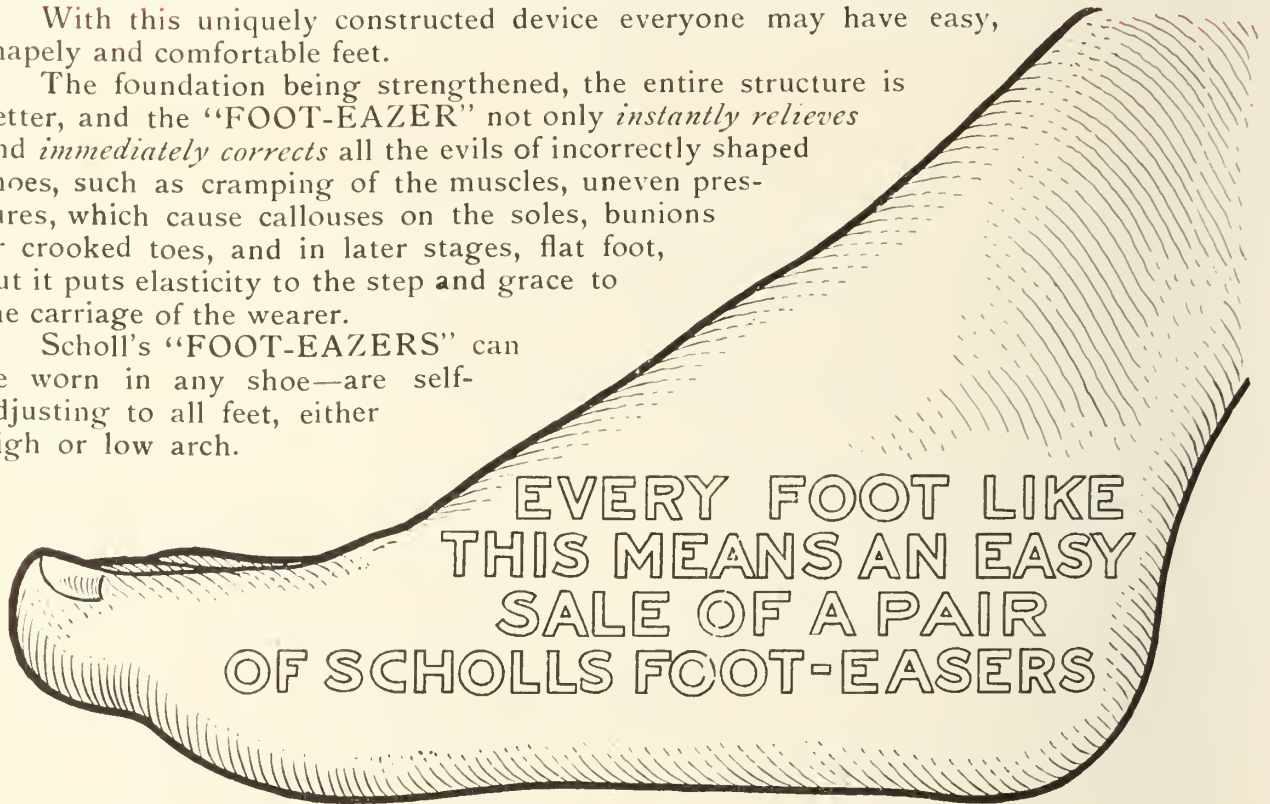
# Start Right!—Sell the Scholl “Foot-Eazer” IT MEANS MORE DOLLARS FOR YOU!



With this uniquely constructed device everyone may have easy, shapely and comfortable feet.

The foundation being strengthened, the entire structure is better, and the “FOOT-EAZER” not only *instantly relieves* and *immediately corrects* all the evils of incorrectly shaped shoes, such as cramping of the muscles, uneven pressures, which cause callouses on the soles, bunions or crooked toes, and in later stages, flat foot, but it puts elasticity to the step and grace to the carriage of the wearer.

Scholl’s “FOOT-EAZERS” can be worn in any shoe—are self-adjusting to all feet, either high or low arch.



EVERY FOOT LIKE  
THIS MEANS AN EASY  
SALE OF A PAIR  
OF SCHOLLS FOOT-EASERS

## You can easily sell Scholl Goods because:—

- 1st. The Scholl “FOOT-EAZERS” and Arch Supports are not rigid—Scholl patents cover every point in arch support construction, by doing away with cumbersome, harsh or rigid contrivances.
- 2nd. The Scholl feature *aids Nature* in curing foot troubles by providing springiness and elasticity.
- 3rd. *Everyone* can wear the Scholl “FOOT-EAZERS” without any discomfort whatsoever.
- 4th. No matter what the trouble may be—if it’s foot trouble—Scholl’s “FOOT-EAZERS” will *ease* the feet. People buy “FOOT-EAZER” quickly, where “supports” would not appeal to them.
- 5th. The materials—the construction—the design of Scholl’s goods are far in advance of all others. They are *the best* and are considered *the best sellers* by 17,000 shoe merchants.
- 6th. Best advertised—best known to the consumer—most easily demonstrated—most profitable to the dealer—have self-adjusting and adjustable features.
- 7th. The Scholl Advertising Department creates new business and makes ready sales at absolutely no expense to you.
- 8th. Scholl’s “FOOT-EAZERS” sell at the popular price of \$2.00 per pair—cost you \$1.00.

These are *facts* and we want you to know them. Your own experience will demonstrate that the Scholl proposition is the *right start*.

**THE SCHOLL MFG. CO., 472 King St. W., Toronto**





The Mark of Quality

# CANADIAN RUBBERS

The rubbers with the reputation

ARE

CANADIAN

BUILT

IN NAME

QUALITY

The Canadian Rubber Company  
of Montreal, Limited

*D. Lorne McGibbon, Vice-President and Managing Director*

## WHEN YOU BUY



You buy something more than boots and shoes. You buy our half-century's experience—our life-time of hard work and brain-fagging application that has made

# YAMASKA BRAND

THE PACE-SETTER IN THE RACE OF QUALITY

**J. A. & M. COTE CO.**  
ST. HYACINTHE, QUE.

## 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean** and **White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**

# For All Kinds of Hard Wear



## Metallic Heels and Counters

(MADE of STEEL)

Are the best wear resisters ever invented. Shoes that are subjected to rough usage invariably show the first signs of wear at the heels, and when the counters break down or wear through, the shoes are practically worn out. Metallic heels and counters take absolute care of these important parts of the shoe, as the heels cannot wear uneven or the counters break down where they are used, and they do not add to weight. FULL INFORMATION GLADLY SENT UPON REQUEST.

**United Shoe Machinery Company of Canada**

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

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SOLE MANUFACTURER OF

“TAILOR-MADE” OVERGAITERS and LEGGINGS

**First for  
FIT,  
FASHION  
and QUALITY**



In Leather and Corduroy



In Leather and Corduroy



(REGISTERED)

See that this Label is on the Inside

**Shoe Findings and Shoe Store Supplies**

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TORONTO, CANADA

## DO YOU WANT THE "LAST WORD" IN FALL FOOTWEAR?

### It's A McCready

Always moving on to newer and better things is McCready.

"If you're not going forward you're going back" is no doubt true but WE don't KNOW, we've never tried it out. We go only one way—forward.

Handle McCready lines and come on with us.

## McCREADY STYLE

If  
a  
Shoe  
is  
Made  
by  
McCready  
it's  
IT.

The James McCready Co.

Limited

Montreal-Winnipeg-Calgary-Edmonton

CLARENCE F. SMITH  
Vice-President and General Manager

# "KOZY" Slippers

(Regd Design No. 546992)

*British Made*



CHERRY



BEAVER



HELIOTROPE



BROWN



ELEPHANT GREY



STEEL GREY



SAGE BLUE



MAUVE



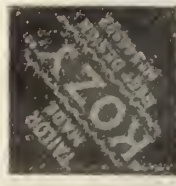
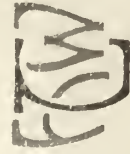
APPLE GREEN



BLACK

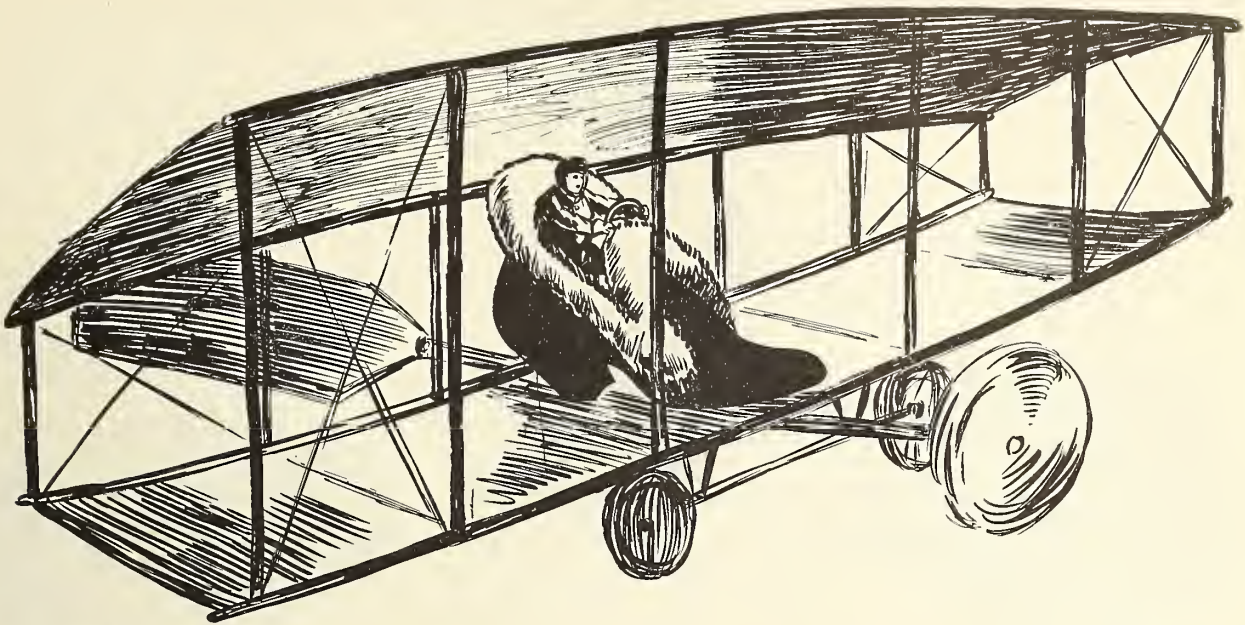


NAVY BLUE



*Fac-simile of Silk Label  
attached to each pair.*

**W. H. TRICKETT, Limited, Waterfoot (Near Manchester), England**



**ABOVE THE ORDINARY  
THAT'S THE REASON**

## **TRICKETT'S SLIPPERS**

please particular people.

Nothing's too good for

**TRICKETT'S**

in

**STYLE WORKMANSHIP FINISH**

is the policy which has built the

**TRICKETT**  
Reputation

ASK YOUR JOBBER. HE KNOWS.

# **H. W. TRICKETT LIMITED**

**WATERFOOT (Near Manchester) ENGLAND**



## SIMPLY CAN'T SLIP

The use of corrugations to prevent slipping was once considered the "real thing".

But

## CATSPA W RUBBER HEELS

soon placed the old idea among the "dead ones".

A Canvas Friction Plug is set right in the rubber near the back of the heel and it takes TIGHT HOLD of the slipperiest surface. Makes the heel wear longer too, and gives a light, easy, springy tread that makes walking a comfort in any weather.

## WALPOLE RUBBER COMP'Y

Limited

MONTREAL



# THE PACKARD SHOE



☞ We can give you IMMEDIATE SHIPMENT on your SORTING UP ORDERS of

## Turns and McKays

☞ All sizes in Infants', Children's, Misses', Little Gents' and Youths'.



## Packard's Barefoot Sandals - - An Especially Attractive Line

Infants' at 60c. pair, Children's at 65c. pair, Misses' at 75c. a pair

### O'Sullivan's Safety Cushion Rubber Heels

Made of Pure Virgin Rubber

Give the elastic step of youth. Take the jar off the spine. Make walking a pleasure. Once worn, always wanted.

Worn in all the large hospitals by nurses and doctors; also by policemen, letter carriers and all who have much walking to do.

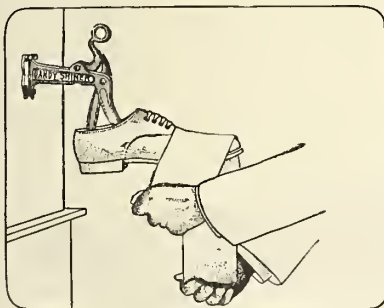
In All Sizes, for Men and Women

### Packard's Special Shoe Dressings ALL COLORS FOR ALL LEATHERS

Now is the time to sell

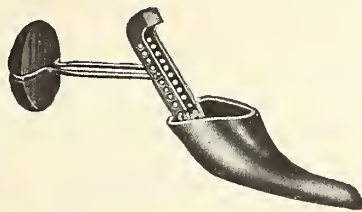
#### White Canvas Dressing

OUR WHITE LIQUID DRESSING for canvas shoes, belts, helmets, etc., is *easier to apply* and *quicker to dry* than any other. Takes less also and there is no waste of time or material.



#### THE DANDY SHINER

A home article. Holder fits in wall bracket. Can be taken down when not in use. Has 8 lasts—for men's, Women's and children's shoes. Price, \$9.00 doz. Retails \$1.00 each.



#### The Fetherlyte Shoe Tree

The Best and Lightest on the Market.



#### IMPERIAL OVERGAITERS and LEGGINGS

Orders should be placed immediately. Have you our overgaiter catalogue? If not, drop us a postal.

**L. H. PACKARD & CO., LIMITED**  
MONTREAL - - - Shoe Store Supplies of All Kinds

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# QUALITY—RANGE



**SOCIETY**  
Light storm, French heel

The **QUALITY**  
which is remembered  
when the price is  
long forgotten



**NEW YORK**  
Velvet Grip.

**"Miners"**



**RIMOUSKI**  
Thigh sporting boot, fashion or fleece lined.

**"Sheffords"**



**DUCHESS**  
Jersey button gaiter, Cuban heel

A **RANGE**  
so comprehensive  
that every need  
is met



**HERO**  
Self acting, rolled edge.

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

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**THEY'RE  
GOING  
STRONG**

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

**THEY  
CAN'T  
HELP IT**

## **"DOCTORS" ANTISEPTIC**

**THE SHOE THAT'S DIFFERENT**

Specially constructed, Waterproofed, Goodyear Welted. Three soles to wear through before the foot gets wet.

**BOTH  
SOLES AND UPPERS**

*Waterproofed*

PATENT NO. 111543

Absolutely proof against cold and moisture. Its an

**INSULATED**

**SHOE**

Made in New Shade Tan Winter Calf, Chrome Box Calf and Chrome Black Storme Calf.

ASK YOUR JOBBER ABOUT OUR HOCKEY LINE

**The Tebutt Shoe & Leather Co.**

**THREE RIVERS QUE.**

# AN UP TO DATE MANUFACTURER

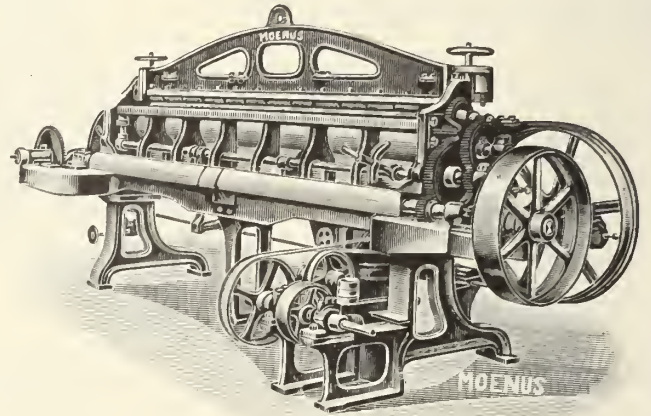
Cannot afford buying cheap machines, because they are too expensive.

More than 600 MOENUS Band Knife Splitting Machines

Were delivered to all parts of the world. More than 30 machines were delivered to America;

*Write for our prices*

Present Yearly Output Over 100 Machines



## MOENUS MACHINE WORKS

FRANKFURT ON MAIN, GERMANY

# WOOD-MILNE RUBBER HEELS

Are the Best—hence the largest sale in the world



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.

Stocks held by C. Parsons & Son, Limited, Toronto

# PHILIP JACOBI

MANUFACTURER AND IMPORTER OF

LADIES' BOUDOIR and INFANT FOOTWEAR  
SPECIALTIES

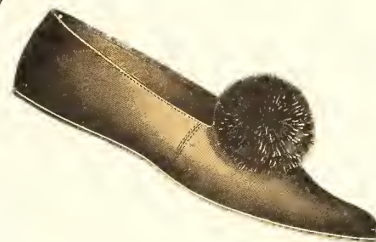
Ladies'  
Boudoir  
Slippers  
Make the Feet  
Comfortable



"Never-Slip"  
Soles.  
India Kid  
or  
Suede Leather  
Uppers



In Almost Every Color and Style



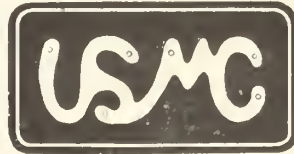
A COMPLETE LINE OF INFANTS' FOOTWEAR ALWAYS ON HAND SHOWING 150 VARIETIES



EVERY FIRST-CLASS SHOE STORE REQUIRES THESE GOODS

5 WELLINGTON ST. EAST

TORONTO, CANADA



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

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

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**United Shoe Machinery Co. of Canada**

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

**QUALITY  
HIGH**

**WILLIAMS SH-  
BRAMPTON**

**VALUE  
ALL THROUGH**

**-OF COMPANY  
ONTARIO**

**PRICES  
LOW**

# RUBBERS

of Sterling English quality, in thoroughly up-to-date Shapes, combining ELEGANCE, DURABILITY and QUALITY



## Canvas Rubbers

for Seaside, Sport or Playground. Made on anatomical lasts, supplied in Gents', Ladies', Misses' and Children's Sizes.



Business Bringing Lines to the Retailer.

## The Liverpool Rubber Co. Limited

Bona-Fide Manufactures

**LIVERPOOL, ENGLAND**

Also at Amsterdam, Genoa, Vienna, Capetown.

**MONTREAL, M. B. STEINE, 86 GREY NUN STREET.**

**Anything you need We have.**

**Keep Kool and Komfortable  
NON-RIP SANDALS**

**are very serviceable.**

**Sell like Ice Cream Cones.**

**POLISHES**

**For all Canvas Shoes, White  
and Colored.**

**OXFORD LACES**

**Silks and Ribbons  
Splendid Variety, Special Value.  
Big Stock.**

**CHAS. TILLEY & SON**

**MANUFACTURERS AND JOBBERS  
160 BAY ST. - - TORONTO**

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**If in doubt try us—We will Prove it.**



# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 7.

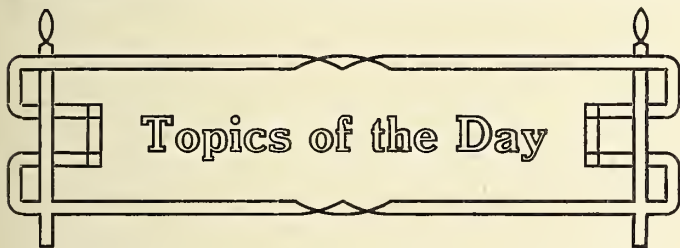
TORONTO, JULY, 1910.

\$1.00 per Year.

**SUBSCRIPTIONS.** Canada or United States, \$1.00 per annum in advance; to Great Britain and Countries in Postal Union 5s., prepaid. Advertising Rates on application.

**ACTON PUBLISHING CO., Limited, Publishers**  
Office of Publication  
59-61 John Street, Toronto, Canada  
James Acton, President and Managing Editor    Phones Main 7427, 7428

**TO avoid delays address all communications and make all drafts payable to the Company.**



**HIDE AND LEATHER PRICES**

At writing hides have fallen off while many of the leathers—particularly harness—have shown considerable advance and but few show any declines. Tanners claim that the decline in hides is but temporary and that the quality of the hides is off. Hide dealers are on the other side of the “qualities” argument, stating that qualities are fairly well maintained. Considerable buying by tanners and dealers at present prices would only be natural as the old level will be restored before long.

**NEW LEATHER COMPANY**

It is many years since the first mention was made of a “Leather Combine.” Every once in a while Dame Rumor has turned her attention to this trade. Tales of immense probable amalgamations have been spread abroad but none of the fairy stories of the past contained as much fact as the one of the present. Newspapers carried columns of stuff about the \$20,000,000 leather merger. Of course such a concern is being promoted with a charter calling for approximately \$20,000,000 capital, but the matter is not at all closed up. In fact there are at present three or four large tanners who might sell to the new concern but who have not as yet decided to do so. The charter name of the com-

pany has not yet been decided—in fact nothing has been decided except that such a concern as the one proposed would have peculiar facilities for making a substantial profit from the savings possible in more economical manufacturing, warehousing and selling. It will be a couple of months probably before the company is completely organized.

**GUAYULE RUBBER**

Guayule rubber is meriting the attention of the rubber world. Guayule, produced so largely from the guayule shrub in Mexico, is finding enormously increasing favor with manufacturers of all sorts of rubber goods. This rubber does not reach the market in quite so clean a state as tree rubbers, but this is offset greatly by the price at which it is marketed and the quality of the rubber itself. The demand for guayule is proven by the exports from Mexico, which last year reached almost 13,000,000 pounds. In our next issue we will publish an interesting article from one who is engaged in one of the largest guayule factories.

**OUR STAND**

The Journal is often placed in rather a difficult position by manufacturers and retailers requesting that we use our influence to further ends which they desire. Towards the end of June a manufacturing concern requested that we give our editorial attention to a certain subject. This we would have done had not his belief been in opposition to what we considered the best for the trade as a whole. A retailer has written us pages of stuff on what he considers an abuse of the trade by a certain class of manufacturer. We recognize the abuse—and also the futility of any discussion on our part

as the manufacturers (not we) are running their own business. At all times we will be willing to publish correspondence from either manufacturer or retailer providing that cheap advertising is not the aim of the one or venting of spleen that of the other. Commencing with the August issue we open a correspondence page on which all signed communications will be published.

It is pretty tough to sit, swelter and swallow a talk on pushing sales—but it means money. After

the first of August the demand **HOT WEATHER** for summer footwear will gradually grow less. Will you be left **SALES**

with a lot of truck to carry over for a year? Go very lightly with your ordering at present and prepare for a mammoth sale in August. Note that we say "prepare." Don't leave it until the middle of August to plan your sale. Start right now. Lay out your plan; write and re-write your literature; draw up your advertising ideas; get track of your stock. With a good sale only a month ahead it will surprise you how quick the time will fly. A little work every day will perfect a money-making plan for you.

How much can the new hat hide the tramp? How much trash can a good salesman unload? How long can he do it? Why, then, ruin

the work of your advertising? Do **YOUR SHOW** you smile or do you frown on **WINDOW** meeting a good cash customer?

Why, then, allow your whole store front to gaze on the main street with a visage that would sour a pan of milk? Advertising often brings a man to your door. Don't, for goodness' sake, allow your display windows to drive him away. Make them coax him inside to meet your smiling clerks, your smiling self, then sell him good goods in a smiling way and send him home to his wife smiling. He won't mind if the soup is cold, if the baby does howl, if the furnace is out. He'll smile through it all anyway.

The last decade has invented, brought into existence, and perfected more ways of literally throwing money away than would fill a

book. Silver country "wild cats," **THROWING** oil field "pussies" and all their **MONEY AWAY** brethren, cousins and "near" rela-

tions, such as Patriarche's bucket-shop and Canadian Eatables ain't the only methods by a long shot. The only reason concerns such as these last a minute is that to-day the people as a whole want more money; want to get it quick when they start after it; want it now. This lust for cash and cash anyhow so long as it comes quick, will get you into trouble, as it has others, if you are not on the alert to check the prevalent tendency. If you have a lot of accounts on your books that you know are realizeable but are unduly slow in paying up, some day when you've sliced

your chin, your collar wouldn't button and your coffee was cold, you'll get to the office with a grouch against those customers and say, "By all that's holy I'll stir them up," then you start to literally throw your money away. Before even opening your mail you sit down, dash off a hot letter giving them fits and throw it at the accountant or one of the clerks telling him to mail that with a bill to every one of the bunch. Your money has started to sink far out of reach. In a week fast and furious replies come back at you. Three out of four read your epistle in the spirit in which it was written. It is a recognized psychological law that they do so and they reply accordingly. One says that your goods are no good anyway, another that if your staff is always in the humor you are it's no wonder they show they don't know their business too, another has dealt with you for ten years and he'll be hanged if he'll ever buy another dollar's worth from you, and so on. Of course the money comes in but you have literally thrown away hundreds of dollars spent on advertising, salesmen and otherwise to build this trade up, sacrificed at the very least one or two years' profits on sales to these people, committed yourself to the heavy expense of regaining the trade and branded yourself a business man of unsound judgment. For every hundred dollars profit the money these riled people send you represents, you are paying interest at the rate of, at least, fifty per cent. per annum for two or three years—as well as permanently losing some of your trade when your bank would lend it for six per cent. To tell your banker that you had paid such a price, when a series of personal letters that wouldn't have cost five, or at the most, ten per cent. of the profits, and held your trade would do the work, would utterly destroy his good opinion of you. This over-anxiety on the part of the employer, or a subordinate over-zealous in his work, to have the real money flow in and flow in quickly, has been, is, and most likely will be in the future, one of the most ready bottomless pits into which good money may be thrown. If you've thrown one bundle into the hole it is to be hoped that the one responsible has learned the lesson well that has cost you so dear. If you never have caught the "bug," go easy. Do everything to hold customers' good will and dodge the sink hole opened up by a hastily written, rough edged collection letter.

There are very few business men who have thoroughly thought out the meaning of the word salesmanship. Many a manufacturer is proud of his line, many

**DON'T** a salesman of his sales, but far **FORGET IT** from all of them realize the full meaning of "the selling of goods for a profit." Do you? It means profit for producer, salesman, middleman and ultimate consumer. Are you selling on this principle? If you are not your selling is a complete and decided failure. Think it over.



Your clerks will not do it for you. Don't make any mistake. The man who goes gadding about the country talking politics, temperance or other fads, and leaves his business in the hands of his help or his family, is sowing the seeds of business failure. The man who devotes most of his time to church affairs to the neglect of his business will just as surely come to grief as he who is found at the ball game or the race track when he should be at his store or his office. To be "diligent in business" is just as imperative as being "fervent in spirit." Men talk about the misfortune of business and attribute to "mysterious Providence" results that knew no other cause than common laziness or wilful neglect. Such rot as these idiots talk! The best clerk in the world will not fill the place of the proprietor of an establishment. We heard the other day of a merchant in a Western city who missed one of his best opportunities of the season by being so interested in a sporting event that he could not be seen at his office at the proper time. There is as much money in business to-day as ever for those who know how to "mind their business." "Be thou diligent to know the state of thy flocks, and look well to thy herds; for riches are not forever."

Of all the mean men, the meanest is the man who always has a tear or two at his command for a touching story or an affecting song. It is said that Danton, the blood-thirsty villain of the French Revolution, was formerly a judge, and that he resigned his position rather pronounce the death sentence upon a convicted murderer, so great was his horror of bloodshed. Keep your eye on the man who is always pulling out his pocket handkerchief. Never let him get his thumb on you or verily you will not come forth until you have paid the uttermost farthing. Men who are easily swept by emotion are as frequently played upon by evil spirits as good. The man who will go down into his pocket instead of shedding crocodile tears, or who will take off his coat and give a lift to an unfortunate fellow, instead of quoting scripture promises or expressing his sympathy, is worth all the loud-mouthed, shallow-souled professors from here to the other end of the earth.

Solomon says, "Wisdom crieth without; she uttereth her voice in the streets." Listen to her. It will pay you. I stood at the corner of the street a few days ago with a friend just after lunch. As we stood, a man passed who was once one of the most honored and respected wholesale merchants in the city, but now with unshaven face, threadbare clothes and bleared eyes, he picks up a job here and there for whatever he can get. Last week he was handling trunks for a former traveler of his at fifty cents a day and his board. All his position and prospects thrown to the winds for whisky! A few minutes later another passed who was once well connected in business, now earning a precarious living in various ways, brought to it through "wine and women." Hardly had he passed out of sight when another followed who once drove his carriage and pair down to the counting house and back to his luxurious home, but at this particular time was making a short cut for a ten-cent lunch counter, through gambling. People do not need churches and ministers to point out the results of folly and wrong doing. There are some men reading this article who are on the path that leads to this, and who

will doubtless reap the same harvest. Friend, take the plugs out of your ears and hearken to wisdom lest it happens with you as with them at the last. "Because I have called and ye have refused; I have stretched out my hand and no man regarded; but ye have set at naught all my counsels, and would none of my reproof; I also will laugh at your calamity; I will mock when your fear cometh."

The man who jeopardizes his standing and the daily bread of his family by endorsing notes for "quasi" friends is worse than a fool. Charles Dickens being asked for advice by a young man in regard to a loan of five pounds that an acquaintance wished to procure, told him to take his money and drop it into the Thames. "Then," said Dickens, "you will only lose your money, but if you lend it to your friend you will lose both money and friend." I have seen men bring their families to absolute beggary because they had not backbone enough to say "no" when somebody asked them for an accommodation. A man failed recently, and in the crash brought down almost every personal friend he had. To-day he has to endure besides the shame of failure their execrations. Neither give nor take accommodation. If you are in a pinch consult your creditors. They are the men who are making money out of you and are the men to carry you if you need it. Don't go and put your hand in some friend's pocket and rob his wife and children of their bread and butter. The man who eschews this endorsing business has learned an important lesson on business success. "He that is surety for another shall smart for it: and he that hateth suretiship is sure."

There are men who would scorn to steal a cent directly from anyone, who are dishonest in other respects. They do not regard squeezing extra time from their creditors without interest as theft although in the majority of cases it is nothing more nor less. There are some people who hang to money like a sick kitten to a hot brick. We have heard of an old farmer who used to ride on the rear end of the train coming into town so that he would have the longest possible interest on his money while fares were being collected. So there are merchants who will not pay until the very last moment, although they have the money. They grieve to part with it. This is not only a mistake but it is wrong. The man who retains money unnecessarily after it is due is keeping what does not belong to him, and is really cheating his creditor out of the advantage of its possession. Some of you old hard shells who make long prayers in church and hold on to money until your fists have to be pried open with a crowbar, just turn this over in your thinking tank. Says Solomon: "Say not unto thy neighbor, Go and come again, and to-morrow I will give; when thou hast it by thee."

Once in a while one is reminded that friendship like that of Damon and Pythias or David and Jonathan is not quite a myth even in this age of heedless selfishness. There are still people who do not measure life by the number of dollars that can be piled up in the "three score years and ten," or estimate men by the amount of use they can be made of in attaining this object. There is such a thing as pure disinterested friendship that seeks no other compensation than the weal of its object and no other satisfaction than a reciprocation of the regard. Many a man has realized the truth of Solomon's remark that "there is a friend that sticketh closer than a brother." Notwithstanding the common saying, "blood is thicker than water," many a one has found in those outside his own family circle those who have been nearer to him than his own brethren. A true friend is a treasure beyond any comparison.

—SOLOMON

**WHERE  
AMHERST  
MAKE  
EXCELS**



CHOICE UPPER STOCK  
SOLID LEATHER HEEL STIFFENER  
WAX SEWED SEAMS  
SKILLED WORKMANSHIP  
ALL LEATHER HEELS  
TOUGH SOLID LEATHER OUT AND INSOLES  
DOUBLE TIPS

**7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR**

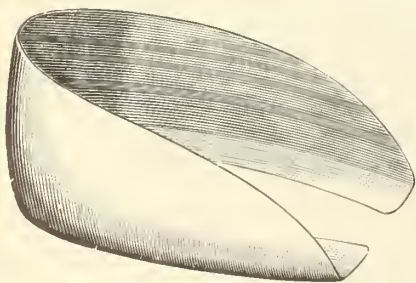
## CUTTING DIES

of every Description for  
Leather, Rubber, Paper, Cloth,  
ETC.

Honest Values at Honest Prices.  
All Work Warranted.

**Dominion Die Co.**

114 Delorimier Ave., Montreal, Que.  
Phone E 3778



### ALWAYS ON HAND

Red and Grey  
Heel Stock

Also all kinds of  
Flexible Inner Sole  
as Chrome Tan  
Split, Veneer, and  
Duck Inner Soling.

Please write for  
Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is  
used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds**  
230 St. Marguerite Street - MONTREAL, P.Q.

# Honest Leather in Your Staples

When ordering your fall goods you might as well know what you are getting. There is nothing better than

## Davis Mennonite

A supple, velvety feel with fibre like steel—absolutely crack proof.

## Davis Imitation Chrome

Has the appearance and coupled with this the wearing quality—it is uniform in quality.

## Davis Pebble

A mellow, handsome leather that keeps its rich appearance and even in texture.

We have other lines equally as good in their class. All our leathers are thoroughly set out and stretched, thus insuring the shoes keeping their shape.

# A. Davis & Son

Limited

Kingston, Ont.

# Shoe Store Summary

Shoe stores, generally, have been busy throughout the month with seasonable lines. White goods and tans have both sold in satisfactory quantities. Other summer goods, such as pumps and oxfords, have also divided the honors as seasonable sellers. Low shoes of the pump variety are exceptionally popular at present. Gibson ties, both white and colored, sailor ties and barefoot sandals, may all be included in the list, to which may be added such lines as shoes for tennis, yachting, running, boating, and sporting shoes generally. With regard to cut-price and sample-shoe sales, and particularly in the latter case, it has been suggested that many of these are very largely made up of manufacturer's seconds—goods which have some more or less serious defect which renders them unsaleable at regular prices. In this case there is an evident attempt to gull the public, which should and will be avoided by the reputable dealer. In some cases it is said that cancellation of orders by dealers is responsible, though it hardly seems likely that such a condition is general or even frequent among Canadian retailers. In such a case it would seem that the dealer has only himself to blame if goods are sold at half-price right at his door.

The value of the personal element in business is receiving a wider recognition in modern merchandizing with the growing appreciation of its utility. There has been a tendency to machine methods in certain instances which have had a repulsive instead of an attractive effect. Many of the mail-order houses make use of the personal appeal with excellent results. Nothing tells like a letter directed to the customer personally. He feels as though the proprietor of the establishment had a per-

## On the Side

sonal interest in his welfare and would give direct attention to his wants. This is the essence of good business correspondence. The same method can also be introduced into the store. This is where the local dealer holds the advantage over the departmental store and the catalogue house. He can meet his trade personally, if he wishes, and can in this way gain and secure their loyalty to the store.

If actions speak louder than words, we may form a very reliable estimate of the individual dealer's position on the subject of advertising by the amount of space he makes use of in the daily papers, or what amount of any sort of advertising he uses. The proper proportion of each kind to use will be determined very largely by the dealer's location and by a study of the most direct, effective, and at the same time, inexpensive method of reaching the public. The cheapest advertising is not always the best. The most resultful advertising in proportion to the amount expended would be the ideal. In all advertising there must be the points of greatest and least economy, points beyond which it would not be advisable to increase or reduce the expenditure for advertising purposes. Generally speaking, all advertising which pays may be classed as good advertising, or at any rate, good business. What is said to be the largest advertisement of one store in one issue of a newspaper ever printed in the world appeared in a recent issue of the Atlanta Georgian. It was that of Daniel Brothers Company—31 pages. It was published in two sections of fourteen pages each with one full page and four half pages in the body of the paper, making the total space almost twice as great as any advertisement ever used by one store, the previous record being sixteen pages. The big advertisement was a

## One Store's Estimate of Advertising

Charles A. **AHRENS**  
AND Company  
BERLIN, ONT.

Manufacturers of  
**Solid Leather Shoes**

All lines, all sizes from children's to men's.

Also **SLIPPERS.**

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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## UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique - MONTREAL, QUE.

celebration of the fifth anniversary of Daniel's moving day. Five years ago the store was moved from the viaduct to its present quarters on Peachtree Street, then blocks away from the retail district. To the critics who predicted failure when Daniel's "moved into the woods" the success of the store is a sufficient answer. L. J. Daniel, president of the company, believes in advertising. He passed the experimental stage many years ago. Since then he has considered it as a plain, everyday business proposition—the more advertising the more business. So when he decided to celebrate his anniversary he didn't do it with a brass band and a store full of flowers. He put the money—and it's no inconsiderable sum—into newspaper space, the most ever used by a store for one advertisement.

Quite a number of stores throughout the country have introduced the cash system within the past year or two with excellent effect. All who **An Argument for Cash Methods** have tried it, so far as we have been able to learn, have found the results highly satisfactory. Many hesitate to make the change through the anticipation of friction or a falling off of receipts, but these troubles are largely visionary, to judge from the reports of those who have made the break. An observer makes the following remarks: The departmental store sells for cash—nothing leaves its counters which has not been paid for. The country storekeeper gives more or less credit, and, though he may make few bad debts, he loses the interest on his capital. With profits cut down to what they are, little, often nothing, is made out of the customer who settles once a year. Were no goods to go out of the country store without being paid for, its owner could, in staple goods for which there is a steady demand, undersell any city concern. In the credit system the country dealer has his enemy and until he overcomes him he will see goods coming from Toronto to customers whose names are on his books. In a section where the farmer does not, as he did in the old time, have to wait until the fall to change his produce into money, there is no reason why the rule in all dealings should not be spot cash. Were that the rule there would be no inducement to pass the door of the local storekeeper, who is a useful member of the community and whose disappearance would be a loss.

A French sculptor remarks that nothing in woman is more deformed than her feet. This opinion is shared to some extent by many **Women's Feet** noted artists and sculptors who hold modern footwear responsible not only for crushed and deformed toes, corns, twisted insteps, pigeon-toes, etc., but also ungraceful carriage and gait. It must be said at the same time that the habit of wearing tight or ill-fitting shoes is less prevalent now than it ever was.

The making of footwear has reached a point of perfection never before attained, and never was there less excuse for foot troubles than at the present time. It is a significant fact that the use of common-sense footwear by women appears to be keeping pace with the movement for greater freedom and for a condition more nearly approaching equality of the sexes. This evidently signifies an intellectual awakening and a breaking away from the traditions which have hitherto encumbered the most conservative sex. A fact of significance in this connection is the movement in China to do away with the practice of foot-binding. A very small percentage of modern footwear styles could be classed as faddish or as not conforming with hygienic principles, and these are worn only by the extremists, who form but a very limited class indeed. As a matter of fact the most up-to-date quality of style, fit and comfort are characteristic of modern footwear lines. The dealer who fails to include the study of scientific foot-fitting in his repertoire is a back number. The last of the footwear fads is not yet, but we feel sure that none would be more pleased to see the last of them than the shoe trade of Canada.

It has been frequently remarked that it is sometimes easier to obtain a complete list of ordinary household necessities in the small town or country general store than **Keep an Inquiry Book** in the large city departmental stores. This should not be the case, but may to some extent, perhaps, be the outcome of the more direct and personal contact with the customer in the case of the smaller store, and the difficulty experienced by the larger establishments in feeling the pulse of the trade. Where the buying and selling departments are under separate management there is a danger that the requirements of the public are not kept track of accurately. This is why the careful buyer values the opinion of his salesmen. They are his go-between, his barometer which records the varying tendencies of public taste. It is true he must depend in the final analysis on his own judgment, but he cannot ignore the obvious fact that the thing he buys is a merchandise commodity, and no matter how pleasing to his own aesthetic sense or how great a bargain commercially, unless it answers the demands of his customers it is dead stock. Inquiries of would-be customers are an invaluable indication as to the kind and quality of goods which may be profitably added to stock. All things being equal, they represent a much more profitable venture than stocks which entail an educational campaign, yet unless followed up and properly appreciated these inquiries represent but so many lost opportunities. It is all very well to leave the matter of stock-keeping and sorting up to a stock clerk, but even this plan does not lessen the value of the old-fashioned inquiry book, in which the salesman is required to make a record of lines asked for, but not carried in stock.

The patronage of the well dressed young man is one of the greatest factors in the shoe trade of today. He buys new shoes with the changing seasons, but demands that they be strictly up to the minute for style and workmanship. We are paying special attention to this class of shoes, our entire factory makes nothing but men's goodyear welts, don't you think that we should have them right, and at right prices too, that allow the best margin of profits for popular priced selling lines.

*A post card will bring our traveller.*

**Sovereign Shoe Co.,  
102-4 Atlantic Ave.,  
Toronto, Ont.**



## Clinch Point Shoe Rivets

¶ We give particular care to the manufacture of all kinds of Shoe Rivets, and carry large stocks of all sizes on hand.

We make All Kinds of Tacks and Nails for the Boot and Shoe Trade.

**The Montreal Rolling Mills Co.  
MONTREAL**

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

**A. R. CLARKE & CO.  
LIMITED**

**Toronto - Canada**

**Montreal Branch: 52 Victoria  
Square, Montreal, P. Q.**





# Shoe Salesmanship

## SOME "DON'TS" FOR SHOW CARD WRITERS

By A. L. Wright, with A. W. Redden & Co.,  
Gloucester, C.B.

In setting forth a few of the underlying principles of that greatly increasing and highly important branch of merchandising, show card writing, the writer intends to deal largely with the "don'ts," or

these three. Don't try to be too original. Many beginners think that unless they can originate an entirely different style of laying out a card, and decorate it with a unique system of flourishes, they are weak. Remember that the strength in the work of the highest-paid card writers lies in the simple, straight lines and easy grace of their product. Don't be afraid to borrow the other man's ideas. He has probably gone over the road you are now travelling, and by taking pointers from his experience you can make many a short-cut to success. Don't be easily

*A B C D E F G H I J K L*

*M N O P Q R S T U V W*


*X Y Z = 1 2 3 4 5 6 7 8 9*

*a b c d e f g h i j k l m n o p  
q r s t u v w x y z & H. S. Palmer*

Alphabet for Sign or Show Card Writer

things to be avoided. Many authorities advocate speed as the great essential. Don't assimilate that! A good job requires time and care. The result will be worth the time spent. Don't try to master ten or twelve different alphabets. Remember the designers of the Roman, Old English, and script letters were artists, and that most alphabets outside of the above are merely modifications or adaptations from

satisfied. Try for better results! Don't buy cheap brushes or cardboard. Good work cannot be done with poor materials. Good illustrations cut from the various magazines, suggestive of the wording of the card, greatly enhance the drawing power of the card. A novel and rarely used combination is the use of white ink for lettering on champagne or brown mottled photo-board.



## Grips, Bags, Suit Cases, Etc. 1 For Vacation Use

We have one of the most complete lines of leather goods sold in the South, and further than that, it is the best make known to American merchants; every article we sell is a guarantee to give you entire satisfaction, or we will buy back the article at the price you originally paid.

**Suit Cases \$5 to \$25**      **Grips and Bags \$1.50 to \$25**

# Daniel Brothers Co.

L. J. DANIEL, President.      45-47-49 Peachtree Street, Atlanta, U. S. A.




## Fisk, Clark & Flagg Gentlemen's Gloves

Here's a great glove, made by people who have for years had an international reputation for producing nothing but strictly high-class gloves. These gloves are very attractive, being unusually carefully made, and they will fit your hands just like the skin does a grape.

At \$2 we carry gloves for every occasion, dress, semi-dress and street wear. At \$2.50 extra fine heavy weight out-seam walking gloves.

*This Store is the Atlanta Home of these Gloves*



## CUSHION SOLE SHOES

The Cushion Sole Shoes were a pillow for aching feet.

A flexible, soft leather upper with a cork shoe sole, lined with heavy fleece wool fabric combination that affords the greatest possible ease to the foot.

Every detail of the shoe-making is looked after with an eye for comfort and durability.

Women's Cushion Sole Shoes, \$2.75, \$3.00 and \$3.50

Women's Cushion Sole Shoes, in different styles and all widths, \$4.00

**For Men**  
The Famous Dr. Heed Cushion Shoes, \$3.50

If you have foot troubles TRY OUR CUSHION SOLE SHOES.

**H. G. Hodges, The Shoe Man**  
Repairing Done at Store

## BIG SHOE SALE FOR MEN

ON 3 FRIDAY NEXT AT 10 O'CLOCK IN THE EVENING.



### 42 Pairs Men's High-Class Oxfords

IN PATENT COLT AND TAN CALF LEATHERS

**REGULAR \$4.00 SHOES FOR \$2.27 PER PAIR**

One Shoe of each in South Wind or the mate of which can be examined and tried on any time before sale—understand however this does not mean that you can purchase before time of sale but simply means that you have a chance to examine these before the rush—positively none of these shoes will be sold, promised or laid by before 7 p. m. Friday.

**WILLIS & CO.**  
THE SHOE STORE.

Agents for *Quality* for Ladies  
Sole Agents for the "Atlanta" Store for Men

## The Average Customer Is "All at Sea" When They Want to Buy SHOES

Judging by the Advertisements They Read

We tell you 4 here—because you get everything you can get elsewhere, and the assistance of the most experienced shoe fitters to serve you, which you can not get elsewhere. You'll know the difference when you walk off in the pair you get from




**\$3.50 TO \$6.00**

**McMANAM'S**  
Natty Styles MEN'S SHOES  
\$4.50 to \$5.50  
FIFTEEN PER CENT OFF

**McMANAM'S**  
A great selection of Oxford Shoes now on hand. 8  
FIFTEEN PER CENT OFF

**McMANAM'S**  
SUIT CASES FOR THE HOLIDAYS  
Light to Weight—Great Value—Strong and Durable

Regal Shoe Store & Whitehall Street

## Exclusive Features of Our REGAL OXFORDS

**Heel Hug**—Regal Oxfords hug the heel and hold the foot in place as if by a pillow for aching feet.

**Ankle Fit**—Regal Oxfords fit smoothly and evenly around the ankle, whereas ordinary low-cut shoes made on high shoe lasts, sag and gape at the ankle.

**Comfort**—The pattern of the REGAL OXFORD last, which Regal Shoes are made, are removed from the line of the foot, so that the shoe permits the entire foot to rest on the floor to be made small and snug.

**Quicker wear**—In addition to the heel hug and ankle fit, Regal shoes are made on a one-quarter last three-quarter size to fit better. This double number of straps across the foot fit for every foot.

**Custom Style**—Regal Oxfords reproduce the latest custom styles and are found in styles ready to wear shoes and the following styles.

And yet our Regal cost you no more than ordinary shoes.

**REGAL SHOE STORE & Whitehall St.**



**\$350**  
**\$400**  
**\$500**

## READY TO GO

The summer wardrobe is complete in a single day with the new line of ready-to-go clothes. They are made to order, and you can have them made in any size and color you desire.

Think of it! \$2.00 to \$3.00 suits for \$1.50 to \$2.00. One set for \$1.00. (7-8 pages \$1.50 to \$2.00)

**RAVEN'S**

## DID YOU GET ONE?

Enquiries are coming in for our new Mail Order Catalogue. Have you received one yet?

If not drop us a post card and we will send you one by registered mail.

This catalogue contains 30 pages of useful information regarding ordering shoes by mail, also illustrates and describes over 100 styles out of our stock of 1920 lines. In other words it brings our Store right to your own home.

We pre-pay express charges on all orders of \$3. and upwards. Money refunded if goods do not suit. Get our catalogue, send us a trial order—we guarantee satisfaction.

**NEILL THE SHOEMAN**  
LINDSAY. 8 STORES IN CANADA.

## Want You

To come in and see our Boots and Shoes.

We have the largest assortment in town and our prices are the lowest.

Our Ladies' Patent Blucher and Button Boots at \$3.00 are the kind you pay \$2.50 and \$1.00 for elsewhere.

We have all the newest styles in mumps and Oxfords, the kind that fit properly and do not sag or slip at the heels.

Ask to see our Patent Leathers for Men and Women, which we guarantee not to crack.

**W. Lamb**  
The Home of Solid Leather Footwear.  
Opposite Post Office.

## FOOTWEAR

We are showing a most complete line of Women's Shoes, in styles to meet all requirements. Patent collared metal tan Bussis calf, both blucher and oxfords. They are undoubtedly the most stylish and best shoe wearing offered at from

**\$3.50 to \$7.00**

Sole agents for Lord Schuber & Co's Ladies Shoes, also Edwin Clapp's Men's Shoes. The finest and best wearing shoes made.

**R. C. Black**  
35 Whitehall Street

## MARGAIN SPECIALS

On Sale Saturday and Monday

"WALK A LITTLE AND SAVE A LOT"

**13** Misses', Children's, Ladies' White Canvas Oxfords. 50c and 75c  
Actual values \$1.25, \$1.50 and \$2  
Toile Du Nord Gingham Per Yard 12 1-2c

**14** CHILDREN'S OXFORDS. \$1.50 value, now 50c  
Only 100 pairs of these, sizes 5 to 10; black kid and patent leather.

**15** TAILORED SHIRTWAISTS. Pure linen waists, a new lot just received by express. Special \$1.00

**16** SHEER LAUNNS, dainty patterns. Yard 10c

**17** NEGLIGEE COAT SHIRTS. Special in "Kingly" brand, the 75c seller. Priced at 50c

**"Kaufman" Pre-Shrunk Clothing \$15 to \$27**

**SNIPES & COMPANY**  
246-48 Marietta Street, Cor. Foundry

# Ads. and Advertising

There is reason to believe that exaggeration in advertising is on the decrease, but superlative and bombastic statements are not uncommon and in many cases mar what would otherwise be strong and effective advertising. No doubt the department manager is likely to become over-enthusiastic and may give a biased statement of comparative values. If this be the case the material should be subjected to judicious revision by the ad. man or other qualified person. This condition is not peculiar to this country, as the London Chamber of Commerce met recently to consider this very subject, admitting that in England, Germany and France there has been a growing tendency to misdescribe and misrepresent to purchasers the nature, origin, quantity, quality or value of goods of all kinds offered for sale by the retailer. Germany has enacted a law looking toward the eradication of the evil which is worthy of notice. Under this law such misdescriptions as the word "best" when applied to second qualities, or "color fast" when this is not actually the case, are severely penalized. The application of such a law in this country would be disadvantageous, as our English friends admit that it would be in their country. A similar criticism may fairly be applied also to pictorial misrepresentations in advertisements, for, morally speaking, it is as fraudulent to publish an untruthful picture as an untruthful statement.

The first ad. on the page is a selection from what is probably one of the largest retail ads. ever run in any newspaper. Thirty-one full pages of advertising matter were run by this company in the Atlanta Georgian, some twenty-eight of these being consecutive full-page ads. Points to note are, the use of cuts to catch the eye; the fact that the heading conveys a suggestion of what the ad. is about; the generous use of white space; the use of few type styles; the use of good descriptions and pricing of the goods; the employment of sound and sensible assertions with regard to the goods. No bombast is anywhere used. Every ad. in the series is concise; dignified, but vigorous and up-to-date in phraseology, and pleasing to the eye.

No. 2 is neatly arranged and forcible in style. The illustration is neat and effective, the type styles sufficiently uniform, with the exception, perhaps, of the different sizes of body type or text face, which, it

strikes us, might with advantage be all in the one face—say twelve-point. The descriptions are good, and the price talk is brought in in an effective manner. A neat border brings the ad. into relief.

No. 3 is good copy throughout. The illustration gives a suggestion of quality and style, and, along with the heading, helps to catch the eye at once and insure a reading by those interested in footwear. A suggested improvement is to use less rule inside the ad.

The lay-out of No. 4 is pleasing and the ad. is neatly and effectively put together. The phraseology of the heading is poor, as well as ungrammatical. The point aimed at seems poor. Never try to score the other fellow. The assertion that you cannot get experienced shoe-fitters elsewhere partakes of the nature of bombast. This is from an American paper.

No. 5, also an American ad., is first-class so far as copy is concerned, but is poorly arranged and crowded.

No. 6 is concise, forcible and catchy in style. Notice the few styles of type used, also the catchy heading.

No. 7 is simple, but effective in arrangement and makes good use of price talk. The heading, also, is right to the point. This is part of a departmental ad.

No. 8 is well calculated to catch the eye and secure attention and conveys the information very concisely. This extremely concise form should be used with great moderation and should be closely followed by other ads. more extended in style.

No. 9 is effectively illustrated. The information given is right to the point. An ad. of this kind should produce immediate results.

No. 10 is a strong presentation of the mail-order plan of buying. The heading stands out well. The illustration helps to suggest the subject.

No. 11 is compact, forcible and full of an interesting style of information. Note the strength derived from using few type styles.

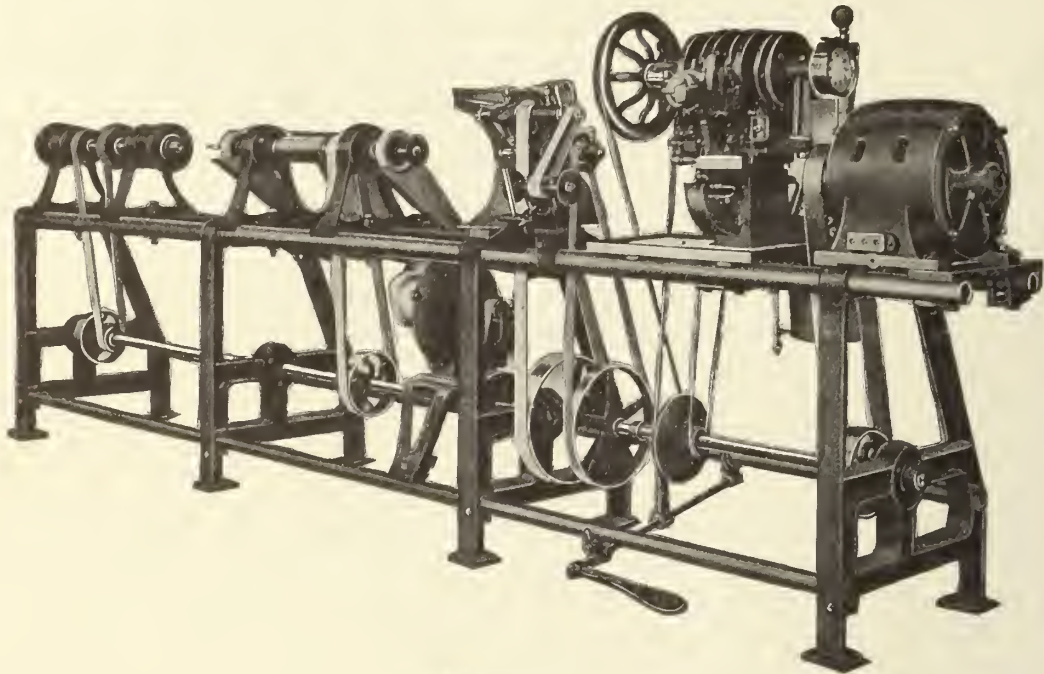
No. 12 is good copy throughout. The display face used is large, but this would be regulated to some extent by the general style of the advertising pages. This ad. and No. 13 are from the Atlanta Georgian.

No. 13 is good copy, but has hardly been handled to best advantage by the printer. A little condensation of the heavy type faces in the centre of the ad. and a little less rule would improve.

## Exaggeration in Advertising

## Ad. Comments

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☉ We would be pleased to send descriptive Folder and any information regarding it, on request.

## UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO.

MONTREAL, QUE.

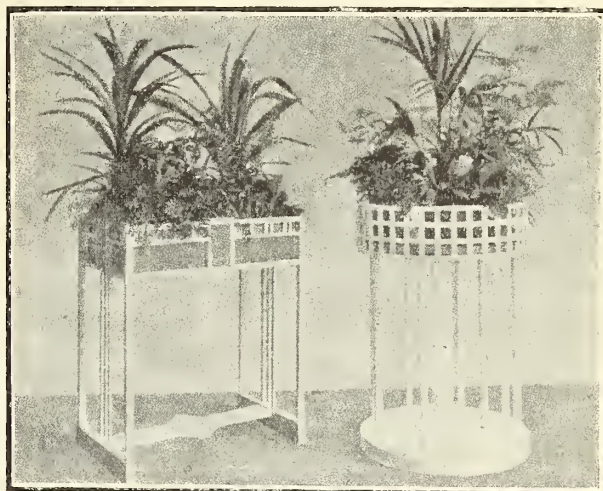
492 St. Valier Street, QUEBEC.

# Store and Window Display

Some ten or a dozen years ago window dressing was quite different from what it is now. Floral decorations were few and not at all up to present quality. As a consequence the window dresser was forced to make his own decorations very largely. Cheesecloth was discovered to be very convenient. This puffed very nicely and was to be had in a variety of colors. As a consequence everything was cheesecloth in the window until it became an eyesore and was finally very largely discarded. The elaborate and heavy scrolls and fancy frame work of a few years ago have also passed away, as have the complicated mechanical butterflies, stars and other old style motion windows. Yet each one of these was effective in its day. An ideal window for ordinary occasions, is one that has a neat background, neutral in design and color with some slight decorative effect to take away its bareness and give it a little color and life. To this add some dainty and graceful feature in the form of a small stand or table of unusual design similar to some of those shown in connection with this article,

## Simplicity in Window Dressing

will sell far more goods than one with a much more elaborate and fussy arrangement. For this purpose, artificial flowers and leaves will prove the most satisfactory. These are now made in such perfection that they rival nature in appearance and they do not fade



Designs suitable for Stands or Dividers—A. A. Koester.



Window Stand or Divider—A. A. Koester.

decorated with flowers, plants and ribbons gracefully arranged. Take this sort of a simple setting and add to it ready to wear merchandise handled with a careful regard for color and arrangement and the window

or require attention. They will also be found cheaper in the end. Ribbons may also be used to good effect in connection with the stands. While they are simple in design and construction, they are graceful and sufficiently artistic to give character to any window in which they may be used. Color is used very sparingly. They depend for their beauty upon graceful, pure lines rather than color. For special occasions, when something a little out of the ordinary is wanted, one of these art stands may be used with a light background setting. The latter, however, should invariably be in the same style and harmoniously designed with regard to the color scheme employed.

One of the things the up-to-date retailer is always on the lookout for is snappy ideas for window cards.

To attract and hold the attention of prospective purchasers the window should be a silent salesman, an eye to the store as it were, and nothing is so essential for this purpose as good window cards. The following may prove suggestive along this line:

STRIKE "IM" OUT from the word impossible if your boy needs a new pair of shoes and you don't know where to get them. After making the rounds

of the many shops which devote but little attention to the footwear of the little man, come to our shop where we give the most of our thought to the Little Man's Shoe Needs.

Made by an authority on footwear—THAT'S SUFFICIENT to assure you that you will receive the best of style and workmanship, and that is not all in a Goodyear Welt Shoe—you can count on perfect comfort and long wear as well.

NOT SATISFIED. Then you are the person we are looking for because we want to set you right by selling you a pair of Goodyear Welt Shoes — which is synonymous with comfort, good fit, style and service. Let us fit you and then you certainly will BE SATISFIED.

LET US SERVE YOU here at the shop of distinctive footwear. You will find the necessary foot coverings for all occasions with style and snap in every pair. We sell our shoes on their own merit.

"DON'T LET THEM SWITCH YOU." If you have received satisfactory footwear from us, don't let the "just as good" bogey fizz you. We are offering the season's latest at the easiest prices.

ARE YOU WEARING TANS? You should be because they are the coolest footwear for every day wear that you can buy. Someone may tell you they have gone out of style, but it is not so. We have a

large stock and you have a good variety to pick from. Dress your feet right—and let us supply you.

SUITED WHILE YOU WAIT with a pair of nobby, stylish two-eyelet ties. They stay on the foot all right, and are the correct thing for the summer days. A full variety.

NEW FELT SHOE FACTORY—Another large felt shoe factory is being erected at Elmira, Ont., by a company which will be known as the Great West Felt Shoe Co., Limited.

PARIS NOVELTY TRADE.—"What are those little gilded pincers?" asks a reporter of Figaro. "They are used to pick up letters you have put on the letter scales." "And that ivory stick carved and forked at the end?" "People use it to fish out things they have dropped into carafes." "That square of morocco about the size of a nut?" "It's a tampon used to press down stamps after sticking them on envelopes." "That shell roller?" "To flatten out the corners of photographs." "That ornamental box with a couple of battery of tiny brushes?" "They are used to clean other brushes; brushes to clean hair brushes, brushes to clean tooth brushes, brushes to clean nail brushes, etc." "Those Russian leather tubes?" "Eye protectors to look at colored photograph projections in rooms adjoining lighted looms." "That tiny dell's funnel?" Indispensable to your perfumes into the vials in traveling cases." "And that jigamaree of complicated little silver sieves?" "A novelty; it's a cleaner to take off spots of ink on lead pellets." "Lead pellets?" "Sure; the shot you put into those little cups to stick penholders in after using them." "The deuce! No one does that nowadays!" "No But they are so easy to sell."

Established 1866

# THE Robson Leather Co. LIMITED

MANUFACTURERS OF  
HIGH GRADE CHROME AND  
COMBINATION TANNED

## SHOE AND GLOVE LEATHER

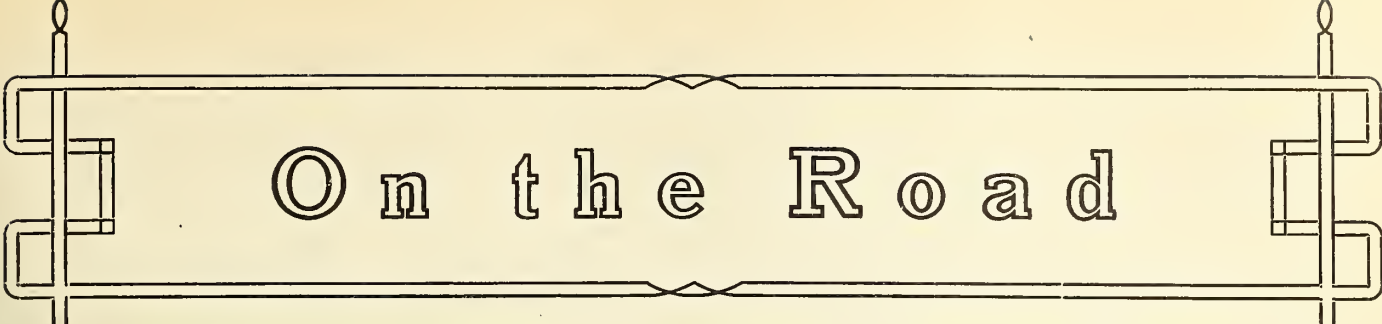
FINE WAX SPLITS In Calf, Kip and Sides

For Domestic and Foreign Trade

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE

HEAD OFFICE AND TANNERY

**OSHAWA** **CANADA** **MONTREAL**



# On the Road

## REMEDY FOR THE BLUES

There is much to discourage the average salesman, without receiving a "roast" from the firm. There is no one who deprecates the lack of orders more than he. A leading house in a large American city has adopted a plan which has proved very successful in cheering up their road staff. The gentleman at the head of the department says:

"At the present time this house has twenty salesmen on the road. We know that they are all 'crack' men, but even a 'crack' man will get out of sorts and at times imagine that he had better resign. Formerly no attention was paid to this and the men were allowed to go on fighting it out as best they could. Then, one day, the proprietor conceived the idea of writing each man a weekly letter of cheer. The plan was so successful that it has branched out, and we now employ some of the best salesmen in the country, men that refuse to get down and out because they know that the house is not nagging them. Later, we sent out small pamphlets in which cheerful words were printed. Often a verse was put in and then the sheet was folded over once and a weekly cartoon became a regular feature. This cartoon was first made crudely by a man in the office. It served a double purpose, in that it also showed the various records of each salesman for the preceding week. For instance, one week we had a ladder with twenty rungs on it, and on each rung was a cartoon of a man who held the record in order. The man who sold the most goods was perched on top waving a flag; the man who came next in bulk of sales stood below him with an appropriate expression on his face, and so on down the line to the bottom, where the lowest fellow, not to discourage the original, was shaking his fist at the man on top, as if to say, 'Never mind, I'll be up there next week, you watch and see.' Another time we would have the salesmen running a potato race, gathering up orders in lieu of potatoes. There is always a vein of humor in the pictures, though they serve a utilitarian purpose by showing the status of each man as well. These cartoons have become such a component part of the salesmen's lives that they have learned to watch regularly for them. They laugh over them and then 'roast' each other. I have been told that the hotel men along the line know about the circulars and cartoons we send out to our salesmen every week, and the idea has spread. The possibilities of this plan are almost unlimited. One

week we have our artist sketch the various salesmen in a swimming race in the order of their sales. The characteristics of each are brought out and 'played up.' While formerly this was done by an amateur in the office, we now pay a regular newspaper cartoonist to get up this weekly feature. This should be an example to large houses employing a force of salesmen who are bound to now and then need a cheering up. The attitude of good-natured sympathy has never yet failed to keep up the good work of the men on the road. Cheerful letters have often done more to sell a certain line of goods for a house than all the illustrated catalogues in the world, and stamps are usually less expensive than glazed paper and colored cuts. One time a certain salesman of this same progressive house, who was known to be very particular about his personal appearance and habits, got into a row with a hotelkeeper in a small town about some hot water for a bath. There happened to be an item in the local paper about it, and because the matter was so humorous it was copied in the city. The salesman, in his bath robe, had run the hotelkeeper down the main street and had thrashed him on the street corner. The cartoonist at home read of the matter and made a drawing of the salesman thrashing the hotelman, and it so happened that during that same week this adventurous representative was at the very bottom of the list. Under the drawing was put, 'This is why Johnson was at the bottom of the list this week. In case he runs afoul of no more wayward hotelkeeper proprietors next week, we may hope that his record has a better appearance.' A column is now a regular feature, which is headed: 'How I Smothered My Blue Day.' The column is contributed to by the various salesmen. Such sentences as these are found under that caption: 'I felt the blues coming on Friday and went out and tackled the most grouchy old customer in town. Then I didn't have the blues.' 'I thought I had come to the end of my string Wednesday, but the cartoon came in the afternoon mail and I saw myself on the third to top rung of the ladder.' 'I felt the blues coming on Monday; everything seemed to go wrong. I went out and took a walk around the block, came back and had driven the little devils from my mind completely. It's great.' Queer to say, the circulation of this small sheet, while only including the firm's salesmen at first, has now branched out and each Saturday afternoon, 400 copies are mailed out by the printer.

# The Courts Uphold the **ONE** and **ONLY** Slater Shoe

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## Piratical Admirers of Our Good Name

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The Highest Legal Authorities in Canada have agreed that nobody except ourselves have the right to use the name "Slater" or any form of words in which the word "Slater" may be used in connection with the sale or manufacture of Boots and Shoes.

An infringer of our Trade Mark can be—

1. **Restrained by injunction from making or selling shoes which infringe upon our Slater name or Trade Mark.**
2. **Compelled to account for all profits made out of goods covered by our Trade Marks.**
3. **Compelled to pay damages.**
4. **Compelled to pay the cost of an action.**
5. **Compelled to stand trial under the Criminal Code under an indictable offence.**

The option of a Civil or Criminal action rests with the owner of the Trade Mark which is infringed upon.

We have never taken such drastic steps nor do we desire to resort to this trenchant manner of dealing with merchants who may err through ignorance or ill-advice.



Here are some instances where we were driven to protect our customers against counterfeits and imitations by piratical admirers of our good name.

The Purvis Co., Limited, Edmonton, Alta., paid costs on our agreeing to desist from taking further action.

J. F. Cairns, Saskatoon, Sask., paid \$100.00 damages and agreed to destroy all advertising of The Slater Shoe.

P. C. Wilkinson, Owen Sound, Ont., enjoined by High Court and forever restrained from advertising the word "Slater" in connection with shoes made by George Alson Slater and was ordered to pay costs.

After the writ was served on one Asher of Owen Sound, Ont., his Solicitor advised him that he could not maintain his defence and he paid all costs incurred.

In every instance the newspaper or publisher is equally guilty with the offending dealer. We have been content to protect our customers and in most cases a courteous request to desist has been the beginning and the end of the first offence against the law.

Every artifice has been resorted to in past years by some manufacturers and dealers. We intend that this announcement shall be due notice that we intend to promptly institute legal action against dealers, jobbers and manufacturers who are guilty of infringement, substitution or imitation of the good name earned by The Slater Shoe.

***The Slater Shoe Co. Limited***  
Montreal - Canada

For Jobbers

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Samples  
Are Now  
Ready

**AIRD & SON** 583-585 St. Timothy St.  
MONTREAL, QUE.

For  
Spring 1911

## Staple Footwear

For Men, Women, Boys, Misses  
and Children.

In Dongola and Box Calf. One of the  
most serviceable and best selling lines in  
the country.

---

THE G. V. OBERHOLTZER CO. LIMITED  
BERLIN, ONTARIO

The **Bonner Leather Co.**

GLAZED KID MANUFACTURERS.  
BLACK AND COLORS.

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Salesroom—6 Lemoine Street,  
J. H. GOYER, Representative.

Office—1060 Notre Dame Street West,  
**MONTREAL**

Watch  Us

"WHERE QUALITY COUNTS. WE WIN"

TRADE  MARK

The Monarch Shoe, the Brandon Shoe, and  
Dr. Brandon's Patented Cushion Shoe are  
sold far beyond our expectations this season

OUR MOTTO IS

"Where Quality Counts We Win"  
They've got the Fit.  
They've got the Style.

The Merchant who handles our goods will  
have the smile when our representative  
calls to see him with our spring line.

**BRANDON SHOE CO.**  
LIMITED  
BRANTFORD - ONTARIO

**STRAY SHOTS**  
IN  
**BOOK FORM**

Special  
**50c**  
OFFER

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Every reader of the journal is  
familiar with the sharp, pungent  
manner in which Solomon deals  
with the vital questions of business,  
social and religious life.

The work has been sold for  
\$1.00 right along, but we are  
cutting the price in two as a special  
offering. The book contains 160  
pages and is bound in cloth.

—ORDER AT ONCE—

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ACTON PUBLISHING CO., Limited  
59-61 JOHN STREET, TORONTO

# GEORGE MURRAY      MERCHANT PRINCE PRO TEM

By CARL C. IRWIN

SITTING back in a low, comfortable leather upholstered chair, in parlor A of the Boston House, Murray scanned the yellow duplicates carefully. It was a record order — a big bill of women's medium priced shoes for a town like McCool. "From C to E, from 2½ to 8, from \$1.35 to \$2.25, ship B & M September 1, October 1 and November 1," were some of the things Murray read. Then, glancing at the bottom of the last sheet, he saw the total \$3,281.15, which Jack Corey, the burly travelling salesman, had written in bold, clear-cut figures.

Murray folded the sheets and thrust them into his breast pocket, stretched out his full six feet of length and lit one of Corey's thick, dark colored cigars. "Just two hours and twenty minutes, Jack," he said, looking at his watch; "it doesn't take long to spend three thousand dollars now, does it?"

"Not when you know my lasts as well as I do myself," replied Corey. "I wish all my customers bought half as quick or half as much," he added, reflectively.

"Well, as far as that goes," replied Murray, puffing his cigar complacently, "I wish I could use three times as much as I do of your stuff—if this town were only larger"—he paused—"I think I could get rich in the shoe business."

"That's it — you fellows begin kicking just as soon as you get comfortably fixed. Why, it was only four years ago that you were tickled to death to open with a fifteen hundred dollar stock. Now you want a million, and then you will want to go Rockefeller one better," chided Corey good-naturedly.

The buyer and seller were old friends. During the next hour they lounged in parlor A, relating inci-

dents which had taken place during their years of acquaintanceship.

Jack Corey, the affable representative of a St. Louis shoe company, had been a factor in George Murray's growing shoe business. He had taken more than the usual interest in the young shoe merchant from the time Murray, then a stripling of a country boy, began working for Sawyer's general store. Eight years before, Murray confidently told the big travelling man that he was getting five dollars a

week. Each time that Corey dropped off at the little red sand splashed station at McCool, he found Murray waiting on the platform for him in response to the advance card sent to Sawyer & Company. Usually Murray told of a slight raise in wages. Always he spoke of his growing bank account. "Just a little added each week and some time I can buy a shoe stock," he told Corey.

The year Murray was getting \$12 a week and had \$300 in the bank there was an overproduction of corn. Farmers hauled loads of it to town only to get 10 cents a bushel. It was the year that people around McCool burned corn for fuel,

because it was cheaper than coal. When Corey made McCool that season he told Murray that he believed a man could make money if he would buy up a few cribs and fill them with corn and hold them for a raise.

After he left, Murray, acting on the suggestion, invested his money in corn, cribbed it on a vacant lot and kept it two years. Along in July of that year, it was 1893, just before corn was "made" it looked like a poor investment. For miles around McCool, great fields of corn nodded its rich dark green leaves



"Just two hours and twenty minutes, Jack."

in the summer sun. "Only one more good rain to make 90 bushels," they said.

The rain never came—in its place there were two days of hot burning wind like the breath from a fiery furnace that seared and scorched the crop, leaving tall stalks with rattling, withered and curled yellow leaves. The young ears were killed in their infancy and fortunes were made in the Stock Exchange—corn leaped from 14c. to 63c. in a few hours.

The following spring, McCool's first exclusive shoe store was opened by George Murray. It was an ideal store and an innovation to the somewhat slow-going little town. Everyone being a friend of George's, business was good from the start. Folks near York, Fairmount, Sutton and Exeter also responded, after a time, to the convincing advertisements sent out from McCool and business prospered beyond what it was thought possible by even the optimistic Mr. Corey.

Nevertheless there was a dissatisfied tone in Murray's conversation.

"Jack, I think I can do better in a larger place," he said that evening over the most sumptuous feast the Boston House could provide.

"Now, look here," said Corey, reassuringly, "you've got no reason to complain. They do business a whole lot different in St. Louis, Lincoln and Omaha than you do here. You would have stiff competition and big expenses and you might possibly fail to do better," he added, warningly.

"Well, maybe you're right," acknowledged Murray, "you see I've never been in a very large place"—he paused doubtfully—and then added more de-



"They must make fortunes selling shoes here."

cidely, "but Mary and I are going to accept your invitation to visit you and your wife this summer."

St. Louis and its turmoil fascinated George. In his most vivid imagination he had never pictured anything so vast as it seemed to him at close range. The hurrying throngs of people; the rush and roar of the street cars; the sirens of fleeing automobiles, mingled with the shrill cries of newsboys, sent the blood throbbing faster in his veins. The evenings at Delmar Garden and Forest Park Highlands were dreams from which he did not wish to be disturbed. A moonlight trip up the Mississippi to Alton—to him who had never seen more than the mill pond rowboats—was an event not to be forgotten. A visit to the downtown shoe stores, each one having in them at one time more customers than he had ever had during the length of his busiest day, was a revelation.

"Jack," he said excitedly, "they must make fortunes selling shoes here."

"Sure they do, but you don't know of the thousands of others who have failed." Jack replied.

It was a little after seven as the accommodation bumped into a stop at the McCool depot. Jerry, the agent, nodded a cheery welcome to Mr. and Mrs. Murray, as he noisily pushed the long truck towards the baggage car. Murray's trunk, half a dozen milk cans, and a few crates were rapidly piled upon the



Walked the length of the rough board platform.

track and the train wheezed and coughed its way northward.

Jerry's voice, sounding wonderfully clear and loud to Murray, asked him if St. Louis was still on the map. It brought about a vivid comparison. The grandeur of the western sunset and the death-like quiet, the dusty path—even his conspicuous store front in the next block—seemed to have lost all charm.

"St. Louis is the greatest place on earth, Jerry," he replied, fervently, as he and Mary walked the length of the rough board platform toward their little white cottage.

It was not hard to find a buyer for the Murray store. Old man Murdock, the banker who owned half of McCool, paid \$10,000 cash, without an invoice. The Scott county weekly Tribune devoted two columns to a farewell send-off, lamenting the fact that McCool had to lose so progressive a citizen, and prophesied that he would develop into a "merchant prince" in his new venture in Lincoln.

Unfortunately Murray couldn't get a location on the main street in Lincoln. Everything had been taken under long lease. He did the next best thing—rented a building on Twelfth Street, within half a block of the main thoroughfare.

Full of enthusiasm, from the predictions made by his McCool friends, Murray attempted to take the town by storm. "What this town needs," someone had told him, "is an exclusive high-grade shop, carrying shoes up to \$10 a pair. For a town this size," they had continued, "it is ridiculous for O Street stores to show so very few shoes over \$5.00."

Finally the new store was formally opened. The window display had been faultlessly placed by an expert window man. The high grade showing ranged from \$4 to \$10 a pair. The interior arrangement was ideal. The stock cartons, electric effects, color harmony—everything was perfect.

While the half-page ads. in the morning and evening papers, the four-piece orchestra, the floral decorations and the souvenirs cost a good deal of money, it brought the crowd. Most of the visitors were idly curious. Some of them wished him success. "Mr. Murray, I congratulate you," one woman said, "I think you have a beautiful little shop, but," she continued, "it's too bad you couldn't have located on O street, it's so inconvenient here."

That evening, after the reception was over, George Murray worked late over his books. He found for the first time in his life that he was in debt. Expenses had piled up far greater than he had expected. Additional needs had cropped out with marvelous rapidity. His rent was six times that of the McCool store. He had contracted for electric light, the services of an ad. writer and liberal space in the daily papers. Window cards had cost him a dollar each; price tickets five cents each, and he had agreed to pay \$10.00 for each change in his window. His clerk hire was twenty dollars and fifteen dollars as compared to ten and five dollars in McCool. The cost of the fixtures ran ahead of his expectations.

He glanced casually at a canceled check for \$35.00 for the rent of his flat. In McCool they had lived in a neat little white cottage, set in the space half the size of a city block. The house, with its big front and back yard, barn and sheds, had only cost him \$7.00 a month. He and Mary had each year put in a garden. They kept a cow, pigs and chickens—living had been cheap in McCool. Now there was the milk man, the ice man, the vegetable man and a dozen others demanding good prices for things which had cost them practically nothing before.

Trade was slow in the little shoe shop on the side street. True—they had their share of customers, but most of them wanted shoes at less than \$4.00. Those who bought usually took \$4.00 shoes. A few pairs of the best sizes in \$6, \$7 and \$8 shoes were sold the first season, but the next season the customers who



"What a fool I was."

were willing to pay a good price demanded something new.

With money tied up in high grade shoes, which were rapidly passing out of style, and with the fact in mind that he had to economize, George and Mary moved into a twenty-dollar flat. Next the advertising of the store was cut down. George let one clerk go and then the other a few weeks later. Finally he did his own window and show card work. At the end of the first season he had a clearance sale and sacrificed all of the high grade shoes at a uniform price of \$4.50. While he did not sell them all, enough money was secured to buy a fair assortment of popular priced shoes. But with this reduced stock Murray found it difficult to compete with the shoe stores on the principal street. He could not afford to tell shoes any cheaper than they, he had but one style to show

A week later, he was surprised to read of the death of Samuel Murdock in the Scott County Tribune. A hasty visit to McCool; a talk with the widow; a second conference with Phillips, and the deals were made. Miller & Pierce crowded their shoe department with a sensational Murray Stock Sale. A city landlord lost a tenant, and McCool welcomed back their leading citizen.

Jack Corey and Murray are still fast friends. When the big salesman makes McCool he sends his trunk to Murray's store and his grip to Murray's cottage. As they linger over the unusually good supper, smoking Corey's fat cigars, Murray grows enthusiastic over the advantages of living in a small town. Then he insists on proving his assertions. Piloting the shoe salesman through the wet grassy paths, Murray shows him the garden beds, the rows



Some of the Next Season's Suggestions

to their ten or twenty, and but few people passed along the street on which he was located.

Customers in Lincoln, too, were different. He found them more reserved; harder to get acquainted with and always seeming to doubt his word. In McCool he had known everyone by name; knew their family history. They had relied on his word and bought his goods without question. He kept a stiff upper lip, however, and managed to work his stock clean, in spite of the fact that he was losing money.

Eight months after the opening, Glen Phillips, the shoe buyer, of the Miller & Pierce Department Store, meeting him on the street one day, approached him on the subject that the big department store was willing to pay seventy-five cents on the dollar for his stock if he cared to sell. Murray refused it instantly.

of cabbage, beans, peas, radishes, and a dozen other varieties.

After all has been inspected the two pause a moment before going into the house. Murray, seated on a convenient stump, is the picture of a satisfied man. Corey in his shirt sleeves is thoroughly enjoying the beautiful western sunset and the invigorating Nebraska air. As he looks toward the little red depot, Murray breaks the silence. "Jack," he says with a sigh and a slow shake of his head, "what a fool I was to try to ape those big stores and what a lesson I learned. Just to think of leaving this little town where they only ask for ordinary widths and staple styles that, if necessary, I can get from you in a week's time." And then, half to himself, he continued: "I must have been money mad."

# With the Manufacturer

This is the season of the year when "summer resorts" rather than trade topics occupy the attention of the average business man. And it is well that it is so, for every man owes it to himself as well as to his family and his business to break away from the worries and cares of the present day strenuous business methods, in order to recuperate his overtaxed energy. However, there are a few who have to stay with the grind, and upon inquiry we find that many of the factories are being operated to their fullest capacity in order to be in time with their shipments. The wholesalers are quiet but hopeful, and the same holds true of the jobbers, who report a very nice sorting trade. In the far west the reports of trade are most favorable. The tendency to push through to the coast is becoming more general and Victoria as well as the cities on the mainland afford a splendid base for operations. The crop reports are still most favorable, which has a stimulating effect upon business generally. In the east, too, things are moving. Down through the Maritime Provinces a splendid business average is reported. The Quebec factories are busy with orders and the outlook is most hopeful. Throughout Ontario a good business is being done, and fully up to the average for this season of the year. Collections are reported a little slow, although improvement is noticeable. The business outlook is most favorable.

**Business Conditions**

A Parisian journal made the assertion that in order to do business on the continent English boot and shoe manufacturers had stamped their goods "Made in America." This statement was repudiated by a contemporary and whilst admitting that some manufacturers might descend to such a practice, it was pointed out that such a course was entirely unnecessary for the superiority of English-made goods was apparent from the constantly increasing sales of the same in large European centres. It is said that such a practice is resorted to in London by a few firms.

**Resent the Imputation**

**English Outlook**

In discussing the business outlook in England, the Shoe and Leather Record has the following to say editorially: "So far as the business outlook is conditioned by the political situation, it is brighter today than it has been for some time past. We do not belong to the school which attributes

all-importance to the influence of governments upon what may be termed the bread and cheese of life. Yet there are times when practical affairs have to wait, to a certain extent, upon political exigencies. And matters of moment, particularly in the financial world, often depend for their fruition upon sentiments and opinions of a political character. A general feeling of unrest must be bad for trade. Although the stern realities of life compel necessary work to go forward, other work which can be postponed is, naturally delayed until the national temperament has recovered from that jumpy feeling which always accompanies political disturbance. We have just emerged from a national calamity, and perhaps because of our misfortunes we are in a mood to lay aside partisan affairs and devote ourselves to matters upon which agreement is general. This is a mood which makes for steady business prosperity while it lasts, however much it may tend to the ultimate decadence of nations which, according to philosophers of the Roosevelt stamp, can only be avoided by indulging our pugnacious instincts. Without either disputing or accepting the doctrine which associates fighting with progress, we may at least be thankful that for the moment, and probably for many months to come, we shall be resting on our oars, even if we are not resting in peace. And unless we are much mistaken the years 1910-11 will witness a further considerable improvement in the business position which, even before the truce was called, had become manifest."

**Business Disappointing**

In some sections business has been somewhat disappointing in the United States. In referring to conditions in Rochester, N. Y., a large shoe manufacturing centre, the Shoe and Leather Reporter says: "While most of the Rochester shoe factories are in full swing on their fall orders there is no denying the fact that conditions have all along been detrimental to the shoe business. While the orders for fall have not been affected apparently by the dull spring season, those who are likely to suffer the most are the manufacturers who are carrying heavy stocks of shoes intended for at-once orders, which so far have been away below normal. The season opened so auspiciously in March, with shoes and boots moving so freely, that many manufacturers were encouraged to believe that there would be an unusually heavy demand for stock shoes. No doubt this would have been so if the warm and pleasant

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weather had continued, but with the cold and rainy spring there failed to be any considerable demand and the season in stock shoes has been a dull one. If dealers are not so pressed for money that they will put on cut price sales and thus sacrifice their profits it is possible that a demand for low shoes from stock will develop. With the salesmen now nearly all home, work on sample lists for spring has begun in earnest. The new lasts do not show longer foreparts, but the toes are generally rounder and a trifle higher. The chief complaint against the short vamps has been that they crowd the toes. With the rounder lasts and higher toes this objection, it is believed, will be overcome. The pattern men are showing many new designs, with many new and unique arrangements of straps. The tendency on the part of the manufacturers is to keep away from too fancy patterns and to urge instead the sale of neat, graceful styles."

In giving a few hints on how to get best results, an experienced foreman had the following to say:

**Getting Good Results** In the joint of heel and end of welt, can be avoided, and the trimming out of the stitch that always makes a poor looking shoe, no matter how well the other work on shoe may be done, can also be prevented. In order to have good joints or butts be sure the innersole on welts is channeled properly; 4-16 ought to be plenty to 'channel on,' under any circumstances, in shank. From this starting point be sure you are not using counters that are too heavy. If you are, it will make but little difference how you channel your innersoles; when the shoe is lasted the stiff heavy counter will not set on the shoulder when welted, but will oblige the welter to sew the butts full, no matter how expert he may be. From the two, or rather three, great principles may be drawn the following facts to get good butts: First, have your innersoles channeled right. Second, do not use counters that when lasted make a great thickness on the last at end of heel seat. Third, be sure that your welter is not careless and is not sewing or welting his ends too full or low. From many years' experience I find if a shoe is given to the welter in proper shape it makes little difference where he starts or stops in welting a shoe. Many claim if a shoe is welted well onto the heel seat it will trim out. This is not the primary cause of a difficulty that many Goodyear welters have to contend with. The best results can be had by having your joints just at the end of the heel, and by having your welt trimmers bevel off the welt so that the end of bevel comes just under or at the end of heel. When heeled and the edge is trimmed and set on a fine shoe you ought not to have a bunch at joint even if the stitch is not trimmed out. This trouble can be easily avoided by coaching your welters not to run back too far or in

not starting or ending long enough. Much of the cause of the stitch trimming out can be traced to your welters. In justice to many very capable men in this line it may be said it is not their fault. Again, many operators in Goodyear welts do not understand why they always have trouble with the foremen bringing them shoes that have been trimmed out. The writer has seen one of the most expert welters in the business have this trouble of getting 'wings' on both sides of the shoe. He had changed from men's to women's work. His fault lay in the fact that when he started his machine he would not throw the shoe down a little at starting and hold it until several stitches had been taken. He would turn the shoe down all right, but the moment the machine started he would turn the shoe towards him and get poor results. If in starting the welting process the operator will hold the part of the shoe that is in the machine lower than the side towards him and do the same thing on last end of seam this will help a great deal to get good results. After you are sure your shoe is channeled and has a good counter and is welted all right, watch your rough rounder that he does not channel too near the edge in shank or on stitched aloft he does not leave too much stock that will not allow the stitcher to get in near the inseam. If other conditions are right, there is no excuse for the Goodyear stitcher not to have his table fitted properly, so that it will allow him to file his awl in such a way that it will draw on just enough not to cut the inseam, but will stitch close in the shank and will not trim out."

Women's shoes: The toes will be round and medium-narrow. Pump effects with and without straps, also one and two eyelet ties, will continue in favor. The height of the heel will be from  $1\frac{5}{8}$  to  $1\frac{7}{8}$ . **American Estimate of Styles for 1911** The extension on lasts will be about a quarter size on 4B standard. Lace oxfords will be in greater demand. Wood heels on turns will continue about the same as heretofore with a decrease on welts. Soles will be light and light-medium, with close edges and fudge stitch. There will be a continued demand for plain toes. Tips will be principally straight. There will be a small demand for shield tips and some for short wing tips. There will be less perforations and they will be smaller. Cloth tops will be more numerous, especially in boots, with some cloth in low shoes. There will be a strong demand for medium shade tans, kids and calf shoes. White canvas will be good, especially in the better grades. There will be a large demand for glazed and dull kid. Dull calf and shiny leathers will continue popular. Ooze and suede leathers are on the wane. Bluchers are on the decline, seems to be the way the association sizes up the situation in reference to this style in women's low footwear. The committee of the National Association comes out in favor of short vamps now so popular, even going so far as to specify

the length of the vamps, which, it declares, will be  $3\frac{3}{8}$ , and  $3\frac{1}{4}$  inches in length. The association reveals a strong tendency in favor of tan shoes for women, making a recommendation in favor of white canvas shoes for the better class of trade, and predicting a "large demand" for glazed and dull kid leathers. The report admits that "shiny leather will continue popular."

If the box toe piece is skived too thin at the corner of the tip the welt inseam machine will cut through with the thread and after the shoe is dry the box toe will bulge out so much as to be very noticeable and the shoe will be called damaged. Another thing that will allow the corner of the box to bulge is due to the wiper of the bed machine not reaching down far enough on the left or the right shoe, according to whether the right or left upper is in the machine at the time. There is a new wiping machine that reaches way down on every shoe. The toes may be lasted in at the hand method machine and then the last corner to be lasted in will have more stock piled up by the action of the pincers than the wiper can take care of and the result then must necessarily be far from satisfying, especially on heavy shoes. The bed lasting machines are far superior to the other machines for lasting toes and heels. Correct upper fitting is of no minor importance where the box toes are to fit all around the last according to the bevel skived off at the edge of the box. When one tip is shorter than the other the thin part of the box toe will not come down far enough; then, or still worse, when the tip is too long, as then the thick part of the box toe comes over the edge.

### BIG TANNERY MERGER

Rumors of a big merger in the tanning business are again afloat, with more or less foundation for the statements. If the proposition is carried out, and there is reason to believe that it will be, several large tanneries will combine their forces. The Toronto Star in a recent issue refers to the merger as follows:

"A new twenty-million-dollar leather merger, to be known probably as the Canadian Leather Co., Limited, is being formed in Montreal. It consolidates fifteen tanneries, and will control 75 per cent. of the total trade in certain lines of the leather business. The only Toronto firm to join the merger is that of Wickett and Craig, Limited. The other firms are: Anglo-Canadian Leather Company, Limited, Huntsville, Bracebridge, Toronto and Montreal. C. S. Hyman & Company, London. Robson Leather Company, Limited, Oshawa and Montreal. C. Galibert, Son & Company, Montreal. A. Pion & Company, Quebec. Duclos & Payan, St. Hyacinthe and Montreal. Paul Galibert, Montreal. Seven smaller, but important, concerns in Ontario and Quebec will also become part of the Canadian Leather Company, which

will take over the fifteen companies and partnerships, free of all liabilities.

"It is said that the turnover last year of these concerns amounted to \$9,885,000, and that the net earnings approximated \$1,000,000. By means of the consolidation a large amount, it is anticipated, will be saved in commissions on sales and in double warehousing expenses. The interest on \$4,000,000 of first mortgage bonds at 6 per cent. per annum will call for \$240,000, and the preferred dividend of 7 per cent. per annum on \$7,500,000 preference shares will require \$525,000. This will leave available for dividends on ordinary shares nearly \$250,000.

"It is estimated that the savings effected by means of the consolidation, in the greater specializing of the various plants, purchase of raw materials, distribution of finished product, and centralization of management, will amount to a large sum without any increase in the price to consumers. It is held that these economies should increase the net earnings to a sufficiently large amount as to permit early distribution of a substantial dividend on the common stock of the company. Seven of the tanners in the consolidation have branches in Montreal, and five branches in Quebec City.

"Five years ago about forty per cent. of the leather manufactured in Canada was exported owing to the limited consumption at home. To-day the home demand has left less than 13 per cent. for export, for which trade, however, Canada is admirably situated by reason of the ample supplies of bark and hides. The capacity of the present plants will accommodate an increase of more than fifty per cent., and to look after a further expansion in the general trade securities have been reserved to be issued under proper restrictions.

"Several of the leading tanners who are in the consolidation are of the opinion that as there is a strong and growing demand for calf, that one at least of the tanneries now running on kid could be profitably turned to calfskin. There are now but two calfskin tanneries in the country.

"The merger, which, it is stated, will be able to control three-quarters of the total output of the leather used in the Canadian boot and shoe, bag and trunk trades, is almost completed. Its authorized capital will be \$15,000,000 stock and \$5,000,000 bonds, with an immediate issue of \$13,500,000 stock and \$4,000,000 bonds.

"The merger will not, I think, affect prices of leather either one way or the other," said Mr. Wickett of Wickett & Craig, to the Star. "But it will go a long way towards developing the export leather business in Canada, and it will enable the Canadian dealers to save much in warehouse expenses and specialize in certain lines of leather production. It takes in about half the sole leather trade, and most of the light and fancy leather trade, but will not affect the harness people."

# Leather and Findings

The hide market for the past month has been in an unsettled and unsatisfactory condition. Prices

## Hide Conditions

have declined to a point where it would seem the bottom had been reached, but still this fact does not seem to have much influence upon the tanners who are very loth to buy, although in some instances their stocks are running low. They are still waiting for lower prices. Eight and a half cents in the country and nine cents in the city should surely be considered low enough after the experience of the past year, but tanners show no particular anxiety to lay in a supply even at these rates. The quality of the hides coming in is very good, but the quantity is small. What the future of the market will be is rather hard to conjecture, but it would seem that no mistake was being made by the tanner who lays in a good stock at present quotations.

The leather trade continues good. Prices have been well maintained and the turn over has been quite above the average. The manu-

## Leather

facturers of boots and shoes have been buying for anticipated requirements. There has been a steady demand for both oak and hemlock sole, and sales of very respectable proportions have been reported. The call for patents is unabated and this class of leather is still a prime favorite. Colored leathers meet with good sales, tans and browns being leaders. All fancy leathers are having a fairly good run at firm figures. The tanners for the most part are busy and anticipate a good season.

Business is not as brisk of late and a recent Bermondsey report says: "Since the Whitsuntide holi-

## English Conditions

day a fair turnover has been effected, but it has been largely of a hand-to-mouth character, speculation on the part of consumers being conspicuous by its absence. It is, of course, hoped that

the demand will become more active in the near future, but so far as current business is concerned, purchases are strictly limited to the needs of the moment, and consumers will only buy from hand to mouth. All attempts to induce them to anticipate their requirements seem useless, for boot manufacturers appear to have no faith in the maintenance of the present level of values. It is difficult, however, to find any ground for hoping that prices are likely to weaken, having regard to the condition of the raw hide market. Even if hides fell several points, the present quotations for leather would have to be maintained if the business of the tanner is to be conducted profitably. That, at any rate, is the position as seen from the tanner's point of view. And the strength of the market lies in the fact that few boot manufacturers have any considerable stocks of leather. Hence the transactions from day to day are conducted on the basis of present values, and the keenest buyer is unable to obtain any material concession."

After a long storage chromed leathers often lose their lustre, become dull and depreciate in value.

## Tarnished Chrome Skins

These mishaps may result from partial decomposition of the materials used in the finishing. This decomposition may be due to different causes; either to a poor preparation for finishing or to the presence of certain substances in the leather, or to the action of external influences, as moisture and similar agencies. Decomposition may be used by a leather-deposit when the bloom is covered by a greyish layer of greasy acids, alkalis or other substances that render it dull. Or it may be caused by frequent changes of temperature, by exposure to dust and dirt, or by too much handling, which rubs the skins and takes away their brilliancy. In every instance it is the manufacturer who has to mend the mischief. If he have a glaze machine the matter is a simple one. He first removes all impurities that



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dull the leather, then applies a new layer of the preparation for finishing, and finally glazes by machine. The skins become as lustrous again as when they were first finished. Should the dullness be due to a deposit, this should be first removed, the means varying according to the deposit's nature. If it be a fatty deposit, either of fatty acids or of stearic acid, it can be removed by some solvent of fats, as alcohol, benzine, ether, petroleum, or sulphur of carbon. If the deposit has been caused by mineral salts, it may generally be removed by washing in water or in dilute acetic acid. In the case of deposits from mineral salts there always is the risk of the deposit reappearing. So the washing should be thorough; and thoroughness demands time and toil. Superficial washing will suffice only when the saline deposit is a slight one. With skins that have a fatty deposit on them rubbing the surface with a rag soaked in linseed oil or petroleum generally proves to be all that is needed. The oil removes the deposit and restores the lustre. When tarnished skins have been washed, fresh preparation must be applied. Again, when the deposit is due to decomposition or when the leather has been badly soiled, the preparation must also be used. As the new preparation is not to be applied by machinery it must be capable of yielding a durable lustre, of leaving the leather dry to the touch and of not affecting its suppleness in any way. The best preparations are those that most nearly approach the finishings used for chromed hides. They, however, should contain an abundance of albumen or of white of egg or of albuminous substances, inasmuch as it is albumen that makes the lustre. First wash and dry the tarnished skins. Then apply a mixture of water and the whites of eggs with a sponge. If necessary apply a second coat. Should the skin become too dry work it. To improve the leather's look add a black finishing, especially if the leather has been washed and the color injured. A deep black is very essential to chromed leather. The following preparations are employed with good results: (1) Pure white of egg, mixed with water and added to a solution of nigrosin; (2) or three litres of fresh ox blood mixed with a quarter of a litre of 95 per cent. alcohol. Filter this mixture, and add about twenty grams of essence of rosemary and a little black aniline; or (3) a quarter of a litre of fresh ox blood, four or five litres of a warm decoction of logwood, one-fourth of a kilo of linseed oil, the whites of seven or eight eggs, and a little aniline black. The temperature of this mixture should be above blood heat, for at a lower temperature the

white of egg does not exert its due effect; and the black color should first be dissolved in boiling water and added in its most concentrated condition; or (4) a filtered quart of a decoction of logwood, two litres of fresh ox blood, seventy-five grams of orchal, 150 of milk and fifteen of yellow prussiate of potash. Mix and strain; or (5) six or seven litres of ox blood, half a litre of water, half a litre of milk, two tablespoons of glycerine, a quarter litre of orchal, one-fourth of a litre of nigrosin (sixty-two grams to the litre) and half a litre of ammonia. Dissolve all and make the mixture thirty-six litres with a strong decoction of logwood; or (6) 200 litres of soft water, seven and one-half kilos of glycerine, and half a kilo of ammonia, this and the glycerine needing to be vigorously shaken together.—"Berichte," Berlin.

When leather is grain blacked, after it has been fat-liquored, it is usually necessary to add some article to the logwood liquor to cut the grease upon the grain and to carry the color into the grain. Flesh coloring previous to fat-liquoring helps in getting a good black on the grain. Chrome leather is usually flesh-colored, then fat-liquored, and then grain-blackened. A solution of sal soda or borax and water is good to use for the purpose of clearing the grain for the logwood. Salts of tartar and ammonia also produce good results. The proportions of these articles required depend upon the condition of the leather. The smallest amount that will produce the desired result should be used. A small quantity of alkali may also be added to the logwood liquor, say one pound of soda or borax to a barrel of logwood liquor. After the leather has received the necessary amount of logwood liquor it is given the iron striker, which develops and sets the color. The grain is then rinsed off with water and well struck out. Leather that is blacked before being fat-liquored does not require a sig, as the dye liquors penetrate readily without the use of an alkali.

**NEW SHOE FACTORY**—A new shoe factory has started in Galt, Ontario, under strong management and conditions most favorable for success. The company will manufacture the Eclipse Shoe.

**TANNERY WIPED OUT**—Logan's tannery at Lyon's Brook, a few miles from Pictou, N.S., was wiped out by fire at an early hour on June 4th. The tannery gave employment to about 150 men and was the mainstay of the village of Lyon's Brook. The plant and business was valued at \$150,000. The company carried a pretty large insurance, but this will not cover the loss.

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# Gloves and Mitts

Among the fabric lines, silk and lisle gloves in both the long and the short styles are popular with wrist lengths in the lead. Popular colors are tans, greys, blacks and whites. In French kids the leading colors are champagnes, whites and tans, also blacks with white stitching. The question of length seems to be a subject of some uncertainty. Even the manufacturers are taking no definite stand in the matter. Long gloves are selling in considerable quantities for street wear, though the present demands point to a greater popularity for wrist lengths for this purpose. For evening wear, the long glove will undoubtedly be a strong favorite, the leading colors in these being black, white, sky, mauve, champagne and flesh. Fall lines in women's short gloves include the cape or dogskin with mannish seams, one-dome fastenings; colors, tan, grey, black and white. Chamois are selling in considerable quantities for fall. These are finished with outseams in white and canary, with one pearl button or fastener. The demand for lined gloves in capes and mochas, stockinettes, wool and fur-lined in tan and grey and with domes or strap and roller fastenings. Retail trade in men's lines is reported quiet during the past month. This is attributed largely to uncertain weather conditions. Conditions have improved slightly during the last week or two. Heavy outsewn walking gloves have probably been in strongest demand. A good call has also been experienced for pearl grey suede. Grey in the darker shades is popular for street wear.

The following regarding the relation of gloves to costume is from an ad. of one of the larger stores:

## Relation to Costume

Authorities on the question have always decreed that a gentlewoman is known and judged by her gloves and shoes, and, they add, by her stockings. Be the frock ever so plain, if it is neat, well-kept, and gloves, shoes and stockings are faultless in texture and fashion, the wearer at once acquires an unmistakable stamp of refinement, which, without these items well cared for, she would look dowdy and inelegant, even with a stylish gown and hat. The fashion in gloves is, therefore, to be considered carefully. For morning wear, with walking suits, they recall masculine fashions, and they are made of antelope or chevette, with large double or triple rows of stitchings. In warm weather heavy

skins being uncomfortable, our glove-makers have created new tanned ones, very soft and thin, closed with two large pearl buttons. For the afternoon, short sleeves have brought back the long suede ones, in light tints, grey or chamois, worn by some stylish women, embroidered in black. Those dyed to match the dresses are seen sometimes in violine; still they have not yet their full vogue. Very soft tan, light grey suedes remain the favorites, white being yet adopted by some. For evening wear with very light décolleté dresses gloves assume champagne and creamy tints.

The finest goat skins are undoubtedly produced in France. That does not mean, however, that French skins are of uniformly fine quality. For instance, skins from Savoy and Upper Savoy are large and heavy, with a very fine grain; they are also supple and elastic, and yet strong. There is no doubt but the rich pasturage of the region acts favorably on the skins of the animals. In the Vosges the skins



Utz & Dunn—Mat. calf top patent colt boot,  $\frac{3}{4}$  fox, button, patent colt collar, knob last, short wing tip,  $1\frac{1}{8}$  inch heel, welt.

are smaller and less elastic, probably because the goats do not get such good care, and the poor soil of the mountains accounts for the lower value of the skins. In Champagne and Burgundy the quality improves considerably, increasing towards the west in Touraine and Poitou. In the Pyrenees again the quality falls off, owing to poor pastures and greater

heat. Besides, goat-raising is not followed according to the best methods, and when killed little care is given to the proper preservation of the skins. In Italy the best skins are raised in the north. Near Genoa they are heavy and coarse; in Tuscany they are smaller and finer in quality. In Naples and Sicily the quality is very mediocre, with exception of those skins which come from the mountainous district, northeast of Naples. Swiss skins come next after the French for good quality. Spain and Portugal produce skins of a very inferior quality—scarcely worth as much as the poorest French skins. The best of those from Spain come from the region about Saragossa. In Germany the production is quite important and the best are raised in Saxony. Of Austrian skins those from the Tyrol and Styria are good; from Bohemia, Hungary and Transylvania they are mediocre. Goat skins from North Africa, Mexico and South America are much employed for suede gloves. Their quality is inferior, owing to the little care given to the animals and poor methods in drying the skins in the sun.

COMPANIES INCORPORATED—The Kingsbury Footwear Company, of Maisonneuve. Its capital is two million dollars, and its object the manufacture of boots and shoes. Authority is secured to acquire the present business of the Kingsbury Company. The incorporation is in the names of Messrs. Duclos, Bond, Meagher & Conlin, advocates. The T. Sisman Shoe Company, Limited. The share capital of the company to be \$50,000. The company consists of Herbert Sisman, Frank Sisman, Wil-

liam Joseph Sisman, Herbert Raymond Bond and L. Lepper, all of Aurora; the object of the company being to manufacture, buy, sell, and deal in goods, wares and merchandise, and without in any way restricting the generality of the foregoing words to manufacture boots and shoes, and to offer for sale and to sell same and to construct all necessary buildings and plant, and purchase real estate, machinery and all materials necessary for the manufacture of boots and shoes. The National Leather Company of Canada, Limited; the share capital of the company to be one hundred thousand dollars. The company propose to manufacture, buy, sell and deal in skins, hides, leather and leather goods, the head office of the company to be at the said City of Toronto, and the provisional directors of the company to be Robert Linton Johnston, Robert Dunn Moorhead, George Edmund Newman, Marguerite Louise McKinnon and Robert Hamilton Paterson. The Marshall Shoe and Leather Company, Limited; the share capital of the company to be forty thousand dollars. The objects of the company: to carry on the business of manufacturers and dealers in leather and rubber goods. Directors are, Ebenezer Royden Marshall, John Sutherland Marshall and Edward Dempster Marshall, manufacturers, and Llewellyn Frederick Stephens and Oswald David Peat, solicitors, all of the city of Hamilton.

CHICAGO TANNERY BURNED—The greater part of the Chicago plant of the Griess-Pfleger Tanning Company of Cincinnati was destroyed by fire of unknown origin on June 21st. Damage to building and stock, so far as can be estimated at this time, is close to \$250,000, fully insured, according to Manager Thomas Kiernan. The drying, finishing, shipping departments and store-room were totally destroyed, but the newer structure containing the hide house, tanyard and beam house were saved. Repairing of the Halsted Street bridge prevented the firemen from reaching the scene promptly and flames were beyond control when they arrived.

# MULE

If you cut "Split" Gloves and Mittens don't forget the  
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selected and always soft.

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# Rubber Footwear

To say that conditions were satisfactory in the rubber trade would be stating something that is very wide of the mark. Neither the manufacturer, jobber nor retailer can be said to be at all satisfied with the present state of affairs.

## Trade Outlook

The manufacturer has troubles of his own. He is confronted with a firm market for his crude rubber, besides having to meet advances in cotton and all other materials entering into the manufacture of his product. Just how to meet these conditions without advancing the price of rubber footwear to an almost prohibitive point is what gives the manufacturer much perplexing thought. The wholesaler and jobber, too, are smarting under a somewhat similar proposition, while the retailer feels that the cream has all been skimmed before he gets a chance. There is a point in the matter of prices beyond which it is unsafe to venture, as far as rubber footwear is concerned. The tendency is to purchase heavier boots and shoes and do without rubbers altogether, and there are not a few medical authorities who affirm that such a course is a wise one from a health standpoint. The factories for the most part are busy, and expect to have fall shipments ready in ample time. It is said that "cutting" is being carried on under the guise of special concessions and discounts. But it is just as well not to give much credence to all the rumors afloat. The retail trade of course is quiet, as is always the case at this season of the year, except in tennis, lacrosse and running shoes, for which there has been a good call. With all the apparent discouraging features, there are those optimistic enough to predict a good season ahead for the rubber trade.

There are those who put the blame for the notable increase in the price of crude rubber upon the automobile tire, says the India Rubber World, and it is without doubt the enormous expansion in that line that has caused the advance.

## A Possible Solution

Millions of dollars worth of rubber have gone into tires, tires that are to-day in use or in store, and that rubber is therefore withdrawn from all other manufacturing possibility. Such withdrawal, however, is only temporary. In one, two or three years 90 per cent. of all this rubber will come back to the manufacturers through the reclaimers. It will not be "shoddy" by any means, but a high grade recovered gum that can be used in almost any ordinary rubber

work as safely as the better grades of crude rubber. And it is on this great aggregation of stored up rubber that manufacturers can count, to obviate not only a further increase in the price of crude rubber, but a perpetuation of the present abnormal condition as well.

The following table showing the financial condition of the Canadian Consolidated Rubber Co., Limited, at the end of the calendar year, 1909, will be read with interest. Mr. D. Lorne McGibbon is president, Mr. F. H. Ward general manager, and Mr. Leonard D. Shaw secretary-treasurer of the company.

### ASSETS.

Cash .....	\$ 1,811.47
Accounts receivable .....	71,148.68
Furniture and fixtures .....	4,240.29
Investments in the capital stock of subsidiary companies .....	7,296,950.00
(Being 97 per cent. of the capital of The Canadian Rubber Co. of Montreal, Limited, and 100 per cent. of the capital stock of the Granby Rubber Co., Limited; the Maple Leaf Rubber Co., Limited; and the Berlin Rubber Co., Limited.)	
Total .....	\$7,374,150.44

### LIABILITIES.

Six per cent. bonds:	
Authorized .....	\$2,600,000.00
Less unissued .....	58,700.00
2,541,300.00	
Preferred capital stock:	
Issued .....	1,980,000.00
Less in trust (Royal Trust Co.) .....	20,545.00
1,959,455.00	
Common capital stock:	
Issued .....	2,805,500.00
Less in trust (Royal Trust Co.) .....	8,805.00
2,796,695.00	
At credit of profit and loss .....	76,700.44
Total .....	\$7,374,150.44

### PROFIT AND LOSS ACCOUNT.

By balance brought forward .....	\$ 33,386.29
By dividends from subsidiary companies .....	\$313,787.58
By revenue from other sources .....	193,958.70
507,746.28	
Total .....	\$ 541,132.57
To bond interest .....	\$515,296.00
To preferred dividends (7 p.c.) .....	136,732.75
To common dividends (4 p.c.) .....	111,741.00
To general expense .....	64,662.38
464,432.13	
Surplus .....	\$ 76,700.44

A still further decline has been noted during the month, but prices have been somewhat fluctuating.

**Market  
Conditions**

The decline was only temporary for the lost ground was soon regained and prices are now the same as reported a month ago, fine up-river Para being quoted at from \$2.45 to \$2.50 with other grades in proportion. The receipts have been light, this being off season, and arrivals are not expected to very materially increase until the new crop comes in. There does not appear to be any shortage, the supply being quite equal to demands up to the present. It cannot be said that any accumulation is taking place, and from the appearance of things a marked advance in prices may be anticipated before the close of August. All grades of rubber are being utilized, and anything of the nature of a substitute has not to go begging for purchasers. So widespread has become the use of rubber in the construction of mechanical appliances that it seems almost certain that prices will be maintained on a high level for some time to come. The automobile industry alone is using up fabulous amounts of rubber in the construction of machines. The craze in England has not altogether abated, and there are still those who are willing to invest their pounds in any enterprise with rubber attached to the end of it. Plantation rubber brings strong prices and sells readily. Africans are still firm and command a ready sale. It would be a rather difficult matter to accurately forecast what may take place within the next few months so uncertain has the situation become. One thing is most certain, however, and that is that prices will remain firm.

**REVIVAL IN FOOTWEAR MANUFACTURE**—Attention has lately been directed to the improved state of the boot and shoe industry, consequent upon modernized methods of manufacture. More especially is this the case since the United States removed the duty on hides and leather and lowered that on manufactured goods, so that the British tanner and boot-maker are stated to be again commencing to export to that country. This improvement would appear to be borne out by the imports of leather boots and shoes which now only amount to one-third of the exports, the former in 1909 being valued at \$3,688,730, whilst the latter were 853,262 dozen pairs of a value of \$11,647,270.—Dept. Trade and Com.

**CANADIAN HIDES IN ENGLAND**—Inquiry as to the reason why Canadian hides did not find a larger sale in this market has brought forth the following explanation from a prominent firm of tanners in Bristol, which no doubt will be both interesting and instructive to Canadian exporters of these goods: "We get very few offers of Canadian hides, and we think very few are exported to this country. If we get any offers at all, we believe they are the hides that are obtained from the animals that are slaughtered on arrival. We never care for this class of hide as the fortnight's sea trip seems to take a tremendous amount out of the hide, also standing in the stalls they cover themselves with dung. The result is that we get a very poor out-turn of weight in leather, besides which it is only of a secondary quality, as already explained.—Trade Commissioner, Bristol.

**UTTER ROT**

We have heard much of what England, or rather Britain, has done for Canada and she has done much. She has given us money, men and protection for centuries and we appreciate them all. The following letter, published in the London Times, though, rather sickens us:

Dunelin, Hamilton, Ontario, Canada.

My dear Lady Falmouth,—As I find that we think alike on so many points and that we both desire to draw our beloved countries together, let me show you one way in which we can do so.

At present among the great stream of English people whom your agencies are sending to us are many who are the scourgings from London streets—the hangers-on to church charitable organizations—the type of men who demand work, but that is the last thing that they really desire.

Canada takes these wretched specimens in, and we do our best for them, and doubtless the change to better surroundings and the excellent school training will turn their children into good citizens, but I ask you: Cannot England spare some of her well-bred and refined people to raise the tone of the whole country? Have you not an army of women of education who could be spared to build up this part of our Empire?

You have over there many maiden ladies or widows, with small incomes, living narrow, useless lives in dull country towns, with their training in music or painting or fancy work hidden like talents in a napkin, and, poor souls, they cannot escape from their circles because "Mrs. Grundy" would be shocked. Now, why should not such women give their lives to building up our Empire, as well as their brothers and cousins have? Only, instead of carrying the sword into distant lands, they should bring their education, their refining influence, their womanly help to the church of each district!

You know of the hundreds of towns dotting the wide prairies of our great Northwest. Every year they will build more, and then the clergyman and his little mission church, and the schoolmaster with the public school, will come—all so crude and so new—and here is the chance of our "Frontierswomen."

Suppose four ladies of congenial tastes joined incomes and came out to such a town. Suppose they came out to some English clergyman in the first place, and got a little piece of land and a house. One lady would be musical, let her teach the choir and play the harmonium for services. Another would teach plain sewing or otherwise to the older girls of the district. Another might keep poultry. They would be the props of the new and struggling parish, and the one gentle and refining influence on all the farming life around it. They would have busy days in a glorious country, and the dignity of labor would have added to their joy of doing this for "King and country."

As you know, I am a Regent of "The Imperial Order Daughters of the Empire," and anything I can do to strengthen the ties that bind the Empire is my duty. Perhaps some scheme could be evolved which would help this idea into a reality.

In the meantime, I remain, yours sincerely

MARION CRERAR.

That a Canadian woman should write such utter rot is almost unbelievable. The insinuation that our people need a higher grade of refinement than our own women can give them doesn't quite go down. The writer's reference to the West and the way to properly build up the towns there shows but a very superficial and probably second-hand knowledge of conditions in that grand country.



# Trunk and Leather Goods

If it is desired to produce irregular shadings, veining, etc., on the leather, the best way is to first color the skin with a ground color, then lay the skin in folds and sprinkle the second color on it with a watering pot. It is then rinsed off, set out, dried, and given a milk

## Two-Color Effects in Leather

dressing to produce a gloss. In this way many pleasing combinations can be produced, by using together the complementary colors, such as green with red, orange with blue, violet with different shades of yellow. If good covering colors are used, inferior grade skins can be utilized. The first or ground color can be applied in a drum or paddle tub.

Unusually large passenger lists are the rule on all the leading transportation lines; sales of travelling goods during the past month have consequently been good. Summer lines and novelties of all descriptions have also been selling largely. The

## Holiday Travel

following selection from a departmental store ad. will give an idea what is being offered in the heavier lines: There are suit cases of every good sort—light-weight matting cases, bound and cornered with leather and daintily lined with cotton, an admirable provision for a lady who is not always assured of an escort or an attendant and must be prepared to carry her belongings herself; a natural cowhide case, linen lined, strongly put together, securely fastened by combination lock and clasp, and adapted to either men's or ladies' use; a bellows suit case, with a capacity for expansion to the size of a small trunk; a particularly smart-looking, well-finished case in chocolate color leather, lined with moire silk and obtainable in the usual range of sizes; and finally, the case de luxe, fitted with nickel-topped bottles, ebony or ivory backed brushes and other toilet and manicure accessories for feminine or masculine patronage, at a cost for either of twenty-two dollars and fifty cents. In club bags, a perfect specimen, the embodiment of good appearance, strength and convenience, is obtainable in the eighteen-inch frame at eight dollars and a quarter, walrus grain and cowhide, in black or tan, supplying an optional choice in the way of leather. The smaller wedge-shaped dressing bag in black or brown, with nickel mountings, is also shown in a number of sizes and at a number of prices, while the indispensable hat box—the box without which no up-to-date stock of feminine headgear can be carried

about—is available in leather-bound enamel covering at six dollars. As for trunks, the "Indestructo," with its especial strength of construction and its unique guarantee against loss and destruction, is to be particularly appreciated for long distance and foreign travel. For general tripping about, the thirty-two-inch canvas-covered steamer trunk at six dollars and seventy-five cents represents a purchase that warrants a large amount of satisfaction.

There are two methods that may be used for these skins with equally good results. In the first method, which is also the oldest, the **Tanning Deer and Buck Skins** work is the same as with other kinds of skins up to putting in the limes.

After they are softened by sufficient soaking and are completely fleshed a lime is made with sufficient water to give it a medium consistence, and this is applied very evenly to the flesh side. The skins are then doubled, hair side out, and placed in small piles and allowed to stand from one to two days after which they can easily be unhaired. As soon as the hair is removed they are again put into the lime in order to plump them and make the grain stand out. They must then be washed and submitted to the usual beam-house work. They are then oiled on both sides, rolled up and left so for several days, and then hung up to dry. When fully dry they are washed in a thick soapsuds. After this they should not again be washed as the soap is to be allowed to remain adhering; while previous washings should be quite thorough to insure removing of excess of oil. The skins are then hung up to dry, and while still slightly moist should be set out and stretched so as to make them as soft as possible. In the more modern treatment, remarks our informant, the tanning is done in quantities rather than by single skins as in the preceding method. When the beam-house work is finished the skins are hung up to dry, after which they are put into special receptacles for oiling. The oil is allowed to penetrate gradually into the tissue and when they begin to heat they are spread on the floor to cool off. When cool they are given another oiling, repeating the same operations till the skins are completely tanned. When this is done they are squeezed in a press to remove the superfluous oil and then washed in a solution of soda to clean off any oil that may still remain. These latter operations have simply been added to the old method. The second process of tanning is conducted as follows:

The soaking and liming are done in the same way as with ordinary skins except that the latter should be more complete. In the drench, on the other hand, they must be watched to guard against reducing too much. After this, they are thoroughly washed to remove all impurities, and placed in a weak sumac liquor, where they are left till well impregnated. The skins are now set out on both sides and lightly oiled. The oiling should not be overdone, especially on the flesh side, for these skins are extremely porous and may easily absorb too much. After oiling they are hung up to dry, and then given a cylindering on the grain and run dry in a turbulent to-soften them, after which it only remains to skive them and finish with a brush. The color of these skins varies from a canary yellow to almost pure white. They may be colored brown by adding a little gambier.

### PICKLING

By M. C. Lamb, F.C.S.

Formic acid is particularly suitable for use in pickling goods previous to tanning; the acid producing a soluble salt with lime, thereby preventing any liability of the "lime blast" defect. The acid can be used in exactly similar manner as described above in the case of pickling for export.

A method which the writer has used most successfully is carried out as follows:

The goods after washing free from surplus lime in the paddle in water at 35 degrees Centigrade for 30 minutes are then ready for deliming. The deliming is best done in the paddle wheel; the goods are placed in the vessel together with a sufficiency of water at 30-35 degrees Centigrade, paddling is commenced, and then the following solution previously prepared is slowly and carefully added:

2 pounds formic acid (40 per cent.).  
5 pounds common salt.

For each 100 pounds weight of lime pelt.

The goods are paddled until flaccid and fallen which will generally require about 30 minutes, when they are removed and are ready for pickling. The pickling is best performed in the drum, but if this vessel is not obtainable it may be done in the paddle.

The proportions of acid and salt to be recommended in this instance are:

10 pounds formic acid.  
20 pounds common salt.  
20 gallons water.

For each 100 pounds weight of (limed) pelt.

Having been drummed or paddled in the pickling solution for one hour the goods are removed, allowed to drain and may then be immediately transferred to the tanning paddle or drum. Skins treated in this way require, as in the case of those pickled with sulphuric acid, to be tanned in salted liquors. Basils are best tanned in the drum, using for each 100 pounds pelt an addition of 5 pounds common salt.

Goods that have been treated in this way tan a beautiful light color and the tan liquor quickly strikes through; stout basils can be completely leathered in 8 to 10 hours, though a slightly longer period is to be recommended when weight is a consideration. Any tanning material may, of course, be used for the purpose; quebracho extract, particularly the sulphited quebracho extract, is, however, particularly suitable, either used alone or in conjunction with chestnut extract. It will be noted that the method dispenses with the objectionable puer, and the goods require no drenching. In the case of greasy sheepskins, the goods are generally sufficiently tanned to allow of them being removed from the drum or paddle for hydraulic pressing at the end of two or three hours' tanning. Further, when this method is employed, there is practically no liability of the goods becoming "cased" or "crusted" on the grain by the use of too strong liquors in the early stages of tanning.

### Pickling for Chrome Tanning.

Many manufacturers, particularly in America, of glace kid pickle the skins preparatory to tanning by the double-bath or Schultz process. The advantage claimed in this particular instance being that the process conduces to softness and fine grain in the finished leather.

The method usually employed is the "one-solution method"; the operation being invariably performed in the drum. As in other pickling operations, considerable variation exists in the formula employed. The following may be taken to be typical, though any of the above-mentioned may be used with equal advantage, providing that the amount of acid used in the first bath of the tanning process is regulated according to the amount of acid used in the pickling:

3 pounds sulphuric acid.  
15 pounds common salt.  
20 gallons water.

For 100 pounds drained weight of puered pelt.

It is important when pickling goods to be vegetable-tanned to take particular notice that the salt employed is of good quality and practically free from iron contamination, otherwise staining that cannot afterward be removed is likely to ensue during the tanning process.

One particular advantage that the pickling process possesses when employed upon skins that have been puered is the cleansing effect that the process has upon the goods, removing the dirt and iron stains which would otherwise be found on the tanned goods.

Goods that have been pickled with formic acid never possess the "lime or wind-blast" defect brought about by goods having been left lying exposed to the air in the limed condition, or by washing in a water that is temporarily hard, the acid used in pickling being sufficient to convert the insoluble calcium carbonate, which in this case is responsible for the "blasting," into calcium formate, a soluble salt.

## QUEBEC NOTES

As everyone knows, the accident insurance companies have raised their premiums for our province, which were from 17 to 20 per cent. on the amount of wages paid in factories, to 60 and 90 per cent., on account of the recent Taschereau law passed by the Quebec Legislature last year. Very few manufacturers consent to insure themselves at that rate, preferring to carry their own risks. They surely do well as very few accidents are registered in our boot and shoe factories. We would be glad to see the Canadian Manufacturers' Association organizing for their members a mutual insurance company against accidents. Such a company would surely work well in our province as similar institutions are very progressive.

In a recent visit to Lachance & Tanguay, the prosperous boot and shoe manufacturers on Bigaonette Avenue, your correspondent saw a new style of hockey boot, designed by M. C. Lachance, one of the partners. The shoe is certainly one of the most perfect ever made.

We are glad to see that the work done by the Conciliation Committee, composed of manufacturers and workers, is much appreciated by Quebec boot and shoe men, and the labor unions. Every grievance that cannot be settled is submitted, studied and decided there. At present the committee is considering a revision of salaries in every department of the shoe industry. This will surely have a great and good effect on the general trade.

All Quebec boot and shoe factories were closed on the 27th June on account of the St. Jean Baptiste celebration, in honor of the patron saint of the French-Canadians. The procession through the city was most successful.

The United States consul at Rangoon in writing to the New England Shoe and Leather Association concerning trade conditions in Burmah throws out some suggestions which may serve as a spur to Canadian manufacturers to get busy. He says: "There has been in this province, Burmah, a good sale of men's boots and shoes of American make of the quality that sells in America for \$3.50 and \$4.00; these sell here for about \$5.25 to \$5.60. The trade is increasing and appears to be taken care of by two well advertised American makes of shoes. This high-priced trade will, of course, find its limit in supplying the foreigners here, as the natives do not to any extent go in for this high-priced shoe. On the cheaper grade of men's shoes and boots there is a big market here, but local houses seem to be under the impression that American manufacturers cannot make a good cheap shoe or boot. I enclose copy of an ad. showing an English make of shoe and boot

sold for \$1.70 and \$2.25 respectively, which has a very large sale as it is within reach of the native, either Burman or Indian, and is the popular price for everyday footwear. There are no American made boots or shoes sold here that sell in America for less than \$3.50. Another grade of shoes that has a very large sale here as well as throughout India, is a white canvas shoe with a leather sole; it is worn mostly by the natives of India. It is a cheap make of canvas lace shoe, selling for 81 cents retail. There are no ladies' boots or shoes of American manufacture sold here. The better grade of American boots or shoes, that is, the \$3.50 or \$5.00 shoes, is unknown here, and no effort seems to have been made to place this business. While only a limited number of high-priced shoes would be sold, there is a very large market for a cheap ladies' shoe, a tan or black glace shoe with one, two or three straps across the instep and with a puff or bow, also a fairly high heel is desired — the laced shoe is not much used now. These shoes sell for from \$2.40 to \$4.50, the largest number being sold close to \$3.00."

This is a simple operation, but only sound, healthy skins should be used. After thorough washing and cleansing, they are spread flat on a table and a mixture of two-thirds powdered alum, one-third salt, rubbed into the flesh. This is repeated with each skin in turn and they are then folded or rolled up according to size and laid away in a tub, guarding against drying. In summer they may be covered with water. After three days they are taken out and treated again as before. This procedure is repeated until the tanning is complete, which is recognized by the hide appearing entirely white on sections, without any transparency. The skins are then rinsed, drained, flattened on the table while half dry, and rubbed with a little glycerine, also with oil when hard, and then hung up to dry. The grease may be removed from heavy furs by rubbing on the hair side with clay paste, drying and beating. —Ledertechnische Rundschau.

One advantage in using the one-bath chrome process is that the hides or skins can be re-tanned if it is found that they are not fully tanned at the end of the tanning process. After the leather has been shaved, if there are any signs of raw hide in the centre of the skins the leather should be re-tanned before anything further is done. If there is raw hide in the centre of the hides the leather dries stiff and bony, and it is useless to try to make it soft by oiling and staking. The only thing that can be done is to run the leather in a strong, hot solution of salt until it is soft, then drain off the salt water and put in a cold solution and some chrome liquor, one-bath, and re-tan the leather at least two hours, then wash and finish it in the usual

### Shoes in Burmah

### Advantage of One-Bath Method

manner, giving a little more fat-liquor and drying the leather. Leather cannot be re-tanned in a two-bath process. One-bath chrome tanning material is now obtainable in powdered form, resembling log-wood crystals, which makes it more convenient than ever. The crystals need only to be dissolved in hot water, and are then ready to be used.

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## NOTES FROM OUR REPRESENTATIVE

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The manager of Jno. Agnew's branch house, Woodstock, Ont., reports business ahead of last year and indications that it will continue the balance of the year.

"We have had an excellent season's business," remarked the manager of the Robert Neill branch store in Woodstock, "and collections are good."

Logee & Co., shoe dealers, Ingersoll, state that business is very good, ahead of last year, and collections excellent.

Mr. Kerr, of the firm of Smith & Kerr, Ingersoll, reports the best ever and prospects could not be better.

J. D. McArthur reports business ahead of last year, and collections good.

"Our business to date shows a substantial increase over last year and collections are good," reports C. Blum, shoe man of Preston.

C. Musselman reports that business with him was never better and people are buying better shoes than ever. Collections are good.

"Business with me is good, ahead of last year, and collections good," says J. Limpert, Hespeler.

The shoe business in Galt is in good condition, according to D. F. Brown. "We are having a good season's business."

Mark Mundy, Galt, reports business to date as showing a gain over last year, and collections fair.

The retail shoe dealers, Guelph, report a splendid season's business, showing an improvement over last year.

W. J. Thurston says that business with him was never better and collections good.

W. H. Henry reports business to date ahead of last year. Collections are good and there is a good demand for high-grade shoes.

"Business in Guelph was never better," reports the managers of R. Neill's shoe store.

"The shoe business in Guelph is the best ever," is the statement of L. E. Rowen, the well-known retail dealer and jobber in shoes.

"Business with us has been excellent this season," said Mr. Hamilton, of F. S. Hamilton & Son, shoe dealers, Galt, and indications are that it will be the banner year in this section.

Woodstock shoe men all report an excellent season's business and prospects excellent.

R. J. Gahagan, when asked as to business conditions, said: "It has never been better with me, to date showing a substantial gain over previous years."

"This has been the banner year with us," said Mr. Grant, of the A. E. Grant Co., shoe dealers, Woodstock. "We do very little credit business, therefore we are not interested in collections very much."

J. H. Weeks, shoe man, Strathroy, has put a new plate glass front in his store which greatly improves the appearance of his store. Mr. Weeks reports business very good and collections fair.

Business in Petrolia has improved this season. Our new industry is running night and day to keep up with orders, said Mr. A. Scarbrook and all trades are getting the benefit. Collections are showing a substantial improvement over last year.

"We have had an excellent season's business," was the answer of Mr. Watt, of the firm of Patterson & Watt, St. Mary's. "We are looking for it to continue so, with the prospects of excellent crops. Collections are excellent."

"I have had a splendid season's business," reports J. Ready, shoe dealer, St. Mary's. "A substantial gain has been recorded over last year, and prospects are the best."

Richardson & McInnes, Seaforth, had a splendid season's business. Collections are good and things in general are in a very healthy condition in this locality.

"This is the biggest year to date we have ever had," is what W. G. Willis, shoe man, Seaforth, says and prospects are that it will continue the balance of the year. Collections have improved.

Mr. Le Sueur, of the firm Callum & Le Sueur, Sarnia, reports a banner year in Sarnia. Every one has money and is buying better boots and shoes than ever. Collections are good.

When asked as to business in Sarnia, J. Knowles, the shoe man, replied that business was ahead of last year and collections improved as well.

Jno. Langan, shoe dealer, of Sarnia, says that business is good; an improvement over last year and collections good.

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## NEW INVENTIONS

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The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

A patent has recently been granted to Mr. J. W. Barber, of U.S.A., for an invention relating to insoles of boots, etc., which consist of thin pieces of milboard rendered waterproof by coating one or both sides with an elastic non-cracking material such as "box toe shellac" or by impregnating with paraffin, and lined on the side next the foot with cloth treated with gutta-percha or with drill, canvas, etc., which is secured by cement.

Boots and shoes of the type that are formed with openings to give greater freedom to the muscles and joints of the foot, and to provide for ventilation, etc., are provided on each side with two openings, the lower edges of which come as near to the welt as is consistent with strength. The openings are located to suit the muscles and joints at the sides of the foot adjacent to the toes, and to suit the blood vessels, muscles, etc., at the ankles. Perforations may also be made in the toe-cap and uppers for purposes of ventilation and ornamentation.

The following applications have been made for patent:—Hugh Thomson, of Finsbury, London; improvements in lasts. C. H. S. Verity, of Leeds, England; waterproof footwear. F. C. Topley and C. Topley, of London, England; improvements in boot-trees. J. Menders, of London, England; improvements in or relating to the heels of boots and shoes. J. Mulligan, of London, England; flexible turned waist, applicable to all classes of light walking and athletic boots and shoes. A. Bates and British United Shoe Machinery Co., Ltd., of London, England; improvements in or relating to holders for knives, forms, and the like that are used in machines for the manufacture of boots and shoes. J. T. Sixsmith, of Manchester, England; improvements in tips for boots and shoes and similar wearing apparel. J. Gouldbourn and British United Shoe Machinery Co., Ltd., Hatton Gardens, London, England; improvements in or relating to pounding-up, levelling, or smoothing rolls used in the manufacture of boots and shoes. L. Borinski, of London, England; process for the manufacture of shoes and more particularly camel-hair shoes.

# WAXED KIP BUTTS

ALL WARRANTED HONESTLY DRESSED.

WELL DRESSED.

GOOD COLOR.

# LEATHER BOOT LACES

Every Description, in Bundles, in Boxes, on Cards.

QUALITY.

FINISH.



VALUE.

DESPATCH.

## E. B. BALMFORTH

4 Meanwood Road - - LEEDS, England

### A "ROADSTER" TAKES TO DOUBLE "HARNESS"

The marriage of Alma May, second daughter of Mr. and Mrs. Geo. Crowther, to Walter Harold Budreo, took place at St. Clement's Church, Toronto, Tuesday, June 14th. The ceremony was performed by Rev. John Bushell. The bride was given away by her father and was attended by her sister, Miss Marjorie Crowther. Mr. Chas. A. Blastford acted as best man to the groom.

After the ceremony a reception was held at the house, where a large number of friends were gathered.

Mr. and Mrs. Budreo left for Ottawa and other points east and will return by way of the Thousand Islands, when they will take up their residence in Parkdale.

Mr. Budreo is the Western Ontario representative of Blachford, Davies and Co., Ltd., and though but young, ranks high among the shoe travelers. His success in single harness has been excellent, but now that he has doubled up, in future it will no doubt be phenomenal.

We'll look for it anyway.

**NEW BALATA BELTING FACTORY**—Announcement is made that a combination of German and American capital has been brought together for the building of a great Balata belting factory in the United States. Though hundreds of thousands of feet of Balata belting are in service for transmission purposes in the United States at the present time, not one foot of this kind of belting is manufactured in America. All of it is put together in factories in Germany or England and imported here. The announcement, therefore, that a syndicate has been formed to introduce this new manufacturing interest into the United States will be of considerable interest to manufacturers gener-

ally and especially to those who at the present time are using large quantities of this kind of belting. The corporation behind the new enterprise is known as the Victor-Balata and Textile Belting Company. The American interests represented in the new company are Charles E. Aaron and John R. Stein, president and treasurer, respectively of the New York Leather Belting Company of New York City. The German interests are represented in the new company by William Vollrath, Albert Vollrath and Edwin Vollrath of the firm of C. Vollrath & Son, of Blankenburgh, Germany. The latter company is the largest of the textile belting manufacturers of the European continent and the former company were pioneers in first introducing Balata belting upon the American market. The officers of the new combine are Charles E. Aaron of New York, president; Edwin Vollrath of Blankenburgh, Germany, secretary; and John R. Stein, New York; treasurer. The building of the new plant will entail an expenditure of half a million dollars in buildings and equipment and will be located at Easton, Pa. Work on the first two buildings of the new plant will be begun immediately. The factory site covers nine acres of ground and is located to the westward of Easton in a suburb known as Palmer. So important is the project, however, that the city of Easton will extend its limits to take the new plant within its borders to give it the benefit of fire-protection. A 1,000-foot siding is being built at the present time by the Lehigh Valley Railroad from its main tracks to the factory site to handle the freight. Balata belting is composed of cotton duck and a substance known as Balata gum, a South American product. Few patents have ever been taken out on the manufacture of this belt or the machinery and processes used. Small quantities of Balata belting were imported here by the New York Leather Belting Company about a decade ago. It was tried out for a time with little success. Then certain changes were made in the method of its manufacture which made it successful on American machinery. For

the past five years approximately a million dollars worth of this type of belt has been imported here annually. Balata belting will with stand dampness and changes of climate and is a hardier belt than rubber belting. The success of Balata belting has met in America has brought three or four European manufacturers of Balata belting to America. All of them are importing up to this time. The heavy import duties and the delay in filling special orders, etc., have in a large degree, limited the sale of the belt. It seems probable that the building of this big plant for the manufacture of Balata belting will mean a large increase in its use and a diminution in its price. The new plant expects to begin installing its machinery in September and be in full operation late in October. When the chain of buildings for the new plant are completed the plant will be the largest textile belting factory in the world.

**KILLED BY BANDITS**—A double murder and the robbery of more than \$6,000 by three young Russian Poles on the principal business thoroughfare of Lynn on June 25th, had its sequel less than two hours later in the death of one of the bandits, the serious wounding of another, and the arrest of the



third. The victims of the murder were Thomas A. Landregan, one of the best known shoe manufacturers of this city, and Police Officer James Carroll. Mr. Landregan, accompanied by the policeman, was returning from the Lynn National Bank to the factory of Welch & Landregan, of which he was one of the proprietors, and was carrying in a bag \$6,000, the weekly payroll of the factory, which employs between 700 and 800 operatives. At the pair neared the factory on Willow St. the three robbers ran up behind them and opened fire at close range. One of the trio seized the bag of money, and almost at the same instant Mr. Landregan fell dead, killed by a bullet through the neck. Soon after Landregan was killed Carroll fell mortally wounded, and the robbers started up the street on the run, heading for High Rock, one of the parks of the city. After reaching this hill the men separated. In the meantime a crowd, estimated at 5,000 persons, started in pursuit. Many were in automobiles and armed. In a short time a cordon was thrown about the High Rock district, and it was while trying to escape through this impenetrable line that all three of the bandits came to grief. About \$4,500 of the plunder was recovered on the robbers.

**TRADE WITH SOUTH AMERICA**—Few of us realize that Halifax is nearer every South American port, from Pernambuco down, than any United States shipping port. This, then, it would seem, should be the natural entrepot and export and depot for South American trade. There is, we believe, to-day

no Canadian trade commissioner in any South American country. This is a field which should not be longer neglected. The Argentine is the fourth largest customer of Great Britain. It seems to us that Canada might find it worth while to put forth special effort to obtain a share of this trade. At all events, it is high time that Canadian trade commissioners were sent "to spy out the land" and to investigate the possibilities of extending Canadian trade to that portion of South America.—Halifax Chronicle.

**TRADE INQUIRIES**—(887) A Leicester firm manufacturing for export, walking boots and shoes, wish to hear from parties in Canada open to assist them in securing a market for their goods. (950) A Leicester firm manufacturing all descriptions of boots, shoes, sandals, slippers, leggings; also boot polishes, wish to appoint energetic agents in all parts of Canada. (951) An association in Scotland acting as selling agents for the woollen goods made by inhabitants of the Shetland Islands wish to secure a market in Canada for bordered shawls, white shawls, real lace shawls, ladies' and gents' gloves, hose, motor scarfs, etc. (1022) An Austrian firm of leather importers wishes to get into communication with Canadian tanners. They are also interested in raw materials and food products generally. (1048) A London firm manufacturing boots and wooden soles wishes to do Canadian business. (1056) A firm in Newfoundland is open to import grained leather. (1093) A Liverpool firm wishes to appoint agents in the province of Quebec for the sales of boot polishes, glues, soap powders, cream separators, cheese and butter colors, etc. (1120) A firm of brokers in Barbados, with head office in Canada, desires to add boots and shoes, furniture and wire fencing to the lines they now handle. (1130) A firm in Barbadoes handling general lines, desires an agency for carriage materials, spokes, hubs, leather, etc. The names of the firms making these inquiries can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers communicating with firms abroad who are advertising for agents in Canada, should not fail to forward references, particularly if they are bankers' references. Quote the reference number when requesting addresses.

From the branch for City Trade Inquiries, 73 Basinghall St., London, E.C.—A Lancashire company manufacturing leather belting would be glad to furnish quotations to Canadian importers.

**FIRM ASSIGNS**—The firm of E. J. Conby, boot and shoe merchant, carrying on business at 478 Queen St. west, Toronto, assigned on June 27th, to Mr. Richard Tew, trustee. So far the exact cause of the assignment is not known, and a meeting of the creditors has not yet been called.

**TRUNK FACTORY DAMAGED**—Fire caused \$50,000 damage on Saturday evening, June 4th, to the four-storey building at 9 Notre Dame west, Montreal, occupied by J. E. Fournier, trunk manufacturer.

**DEATH OF POPULAR MANAGER**—Frank E. Baldwin, Canadian sales manager of the Walpole Rubber Co., died June 8th, p.m., at his house at Melrose Highlands, a suburb of Boston, Mass., after an illness of about two weeks. He was 48 years old, and a genial, big-hearted business man. He came to Canada last September to take charge of the selling staff of the

**JAMES PRICE,**  
DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
23 and 25 Wellington Street, MONTREAL.  
Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

Walpole Rubber Company, and under his direction the Canadian business of the company was most successful. He was taken seriously ill about a couple of months ago and, although little hopes were held out for his recovery, it was decided to see if any benefit would result from his removal to the old Massachusetts home. All who were brought in contact with Mr. Baldwin in a business or social way during his brief residence in Montreal and occasional visits to Granby will be sincerely sorry to learn of his death.

AN INVITATION.—Having completed and occupied their immense new factory at Rochester, N.Y., Utz & Dunn request the pleasure of a visit from you when on your eastern trip. You will be received cordially and an inspection of this great shoe house by you will be welcomed by the firm. This enlarged building constitutes one of the largest and most modernly equipped shoe factories in the world. In occupying it, Utz & Dunn are not unmindful of the fact that it is the public's confidence in their goods which has made such a plant necessary. For such confidence, expressed so often in the last thirty years, this firm is grateful, and in the future will try to merit even greater approval for its product. All railroads allow a ten days' stop-over in Rochester without extra charge.

EXTENSION AND INCORPORATION.—Messrs. Utz & Dunn, of Rochester, N.Y., manufacturers of high grade footwear for women, misses and children, have filed papers of incorporation with the Secretary of State at Albany, with a capitalization of \$800,000.00. This concern becomes Utz & Dunn Co., according to the corporate name. The directors named are Mr. Henry J. Utz and Mr. William H. Dunn, who comprised the firm of Utz & Dunn; Mr. Henry W. Utz, Mr. Lambert L. Dunn and Mr. George Metzger, General Superintendent of the plant. Mr. Dunn, commenting on the incorporation, stated that there would be no change in management of the business. "Mr. Utz and myself have been partners for thirty years," said Mr. Dunn, "and during that time there has been no change in the firm name or management. We decided to incorporate in order that we might take into the business from time to time, a few of our employes." During their thirty years of business in Rochester, Utz & Dunn have met with splendid success. Their old building was completely inadequate to meet the demand for Utz & Dunn shoes, and the firm this Spring has moved into an enlarged factory, with double the capacity of the former building. Utz & Dunn are now able to produce about 9,000 pairs of shoes daily.

WALPOLE RUBBER CO. EXPANDING—The consolidation is announced of a number of important businesses, under the name of Walpole Rubber Co., at Walpole, Massachusetts. There are included the Massachusetts Chemical Co., doing a successful business since 1891; the Walpole Varnish Works, and the Walpole Shoe Supply Co.; the Valveless Inner Tube Co., of New York; and the Walpole Rubber Co., Limited, of Granby, Quebec. The company is capitalized at \$3,000,000, divided equally between 7 per cent. cumulative preferred, and common stock. The company now have outstanding \$450,000 of preferred stock, and a new issue of \$500,000 has been underwritten. The Walpole works are large makers of friction and rubber tapes, having now important contracts with the General Electric Co. The production of rubber heels is also very large, including a contract with the Foster Rubber Co. The company is operating the Gleason fusible core process for water bottles, pneumatic tires, and the like, and this process is to be applied to the making of the valveless inner tubes. The company's reclaiming plant, it is reported, will be largely extended. The board of the Walpole Rubber Co. is composed of men of prominence in important branches of business, in Boston and other leading cities, including Mr. S. H. C. Miner, a Canadian capitalist who is interested particularly in the rubber manufacture. —*India Rubber World.*

**Ever Increasing Demand  
Is a Fitting Testimonial  
To the Superiority of**

## **New Castle Kid**

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**

**61, 63, 65 South Street  
Boston, Mass., U.S.A.**



# Toronto Markets

**BOOTS AND SHOES**—There is the usual activity in the factories. Fall orders are engaging the attention of the manufacturers and the work is being pushed forward with all despatch. Prices are practically unchanged. The wholesalers and jobbers are rather quiet, although the sorting trade has been very satisfactory in a number of lines, such as tennis, lacrosse and running shoes. The retail end of the business has been keeping up splendidly and the dealers report a very fair average for the month. The rubber trade of course is quiet at this season and not much change is looked for before the fall.

**HIDES**—The hide market is not very brisk, in fact, about the opposite is true of the hide business. The receipts are light but of very good quality, mostly short-haired and with very few grubs. Prices have weakened during the month and may decline still further, but some dealers assert that the present prices are too low, as it hardly pays to handle hides on the present basis. Tanners are said to be fairly well stocked and are showing no desire to buy in anticipation of future needs. This is said to be mere bluff and it is claimed that the real reason for their not coming into the market is because they are looking for still lower prices. The following are the latest quotations.—

No. 1 inspected steers	10½
No. 2 inspected steers	9½
No. 1 inspected cows	10½
No. 2 inspected cows	9½
No. 3 inspected cows and bulls	8½
Country hides (green or cured)	8 8½
Calfskins, city	12 14
Calfskins, country	12 14
Horsehides, No. 1	2.50 3.00
Horsehides, No. 2	1.75
Sheepskins, each	1.00 1.25

**TALLOW**—There is nothing special to report. The market is quiet with prices unchanged. The following are the latest quotations:—

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—The market continues without special feature. The following are the latest quotations:—

Washed fleece	20
Unwashed fleece	13
Rejects	15

**LEATHER**—The leather business continues brisk. Prices have strengthened in French kip and calf and have slightly weakened in splits and pebble grain. The general tone of the market is firm and no particular weakening is anticipated because of the decline in the hide market. It is suggested that the proposed merging of several large tanning interests will have a tendency to hold prices on the present level. There are others who are of opinion that the merger will lead to cutting on the part of those outside the new corporation and thereby bring about lower prices. However, this is mere conjecture, and is not likely that such a foolish policy will be followed to any extent. All leathers are receiving a good call at present and the outlook warrants the belief that business will continue good on a firm basis. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31
<b>Harness leather—</b>		
No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37
<b>Hemlock Country Harness—</b>		
No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20
Kip skins, French	1.15	1.28
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	85
French calf	1.38	1.62
Splits, light and medium	24	25
Splits, heavy	23	24
Splits, junior	19	20
Enamel cow, per foot	20	25
Pebble grain	15	18
Buff	17	18
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**CUT SOLES**—The usual sales are reported with prices unchanged. The following are the latest quotations:—

## OUTSOLES.

Oak—	Gauge	Price
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
<b>Spanish—</b>		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

## TOP LIFTS.

Men's XXX	5½	\$1.35—	75	4½
Men's XX	5½	1.15—	70	4½
Men's X	5	65—	50	5
Women's XXX	5	55—	50	4½
Women's XX	5	45—	40	4½
Boys' XXX	5	70—	60	4½
Boys' XX	5	60—	50	4½

## SHAPED HEELS.

	Size	Price
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

## BOX TOES.

Men's ¾	5c. pr.
Women's ¼	¾c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's 7¼	8c. pr.
Women's 5¾	6¾c. pr.

**TANNERS' MATERIALS**—The market continues practically unchanged, although Gambier has shown a strengthening tendency. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	6¾	7
Cod oil, pure Newfoundland,		
tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½



# Montreal Markets

**BOOTS AND SHOES.**—The shoe factories are all active with present orders and expect to be kept busy in order to be on time with deliveries. The wholesalers have found things a little quiet at this off season. The jobbers report a very fair sorting trade. There has been a good call for sporting goods, such as tennis, lacrosse and running shoes. The retailers have done a good business, although things are beginning to feel the effects of the mid-summer get-away. The rubber trade is very quiet, practically nothing doing, as is usually the case at this season of the year.

**HIDES.**—The market has been easier during the month, although prices have been well maintained. The receipts are not large and there does not seem to be the keen competition as previously reported. The tanners are not anxious to lay in large stocks at the present prices, for they predict cheaper hides. They claim that hides are dearer here than in Chicago, and that there must be a decline in prices before buying becomes very general. There is no accumulation worth speaking of. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	13
No. 2 quoted .....	12
No. 3 quoted .....	11
Country prices—	
No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	9

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	17
No. 2 quoted .....	14
Country prices—	
No. 1 quoted .....	15
No. 2 quoted .....	13
Sheepskins, each .....	\$1.40

**TALLOW.**—There is nothing special to report. Prices remain unchanged. The following are the latest quotations:—

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL.**—The market continues without feature. Small transactions only are reported, and in some of these the prices were

easier. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15 up	
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER.**—The market is rather on the quiet side, although a few very good sales are reported. The boot and shoe manufacturers have been buying for immediate needs, but are not strongly inclined to anticipate the future. Sole leather in the light and medium weights finds ready sale, but the heavier grades are a little slow. Patents still keep their popularity, and consequently are in demand. Colored leathers are much in evidence and will be freely used in boots and shoes for next season. Fancy leathers of all grades and shades have a fairly good call at firm prices. The following are approximate quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 .. .. .	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L .. ..	26	27½
Slaughter, oak, No. 2M .. ..	24	25½
Harness .. .. .	32	34
Wax upper, heavy .. .. .	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color .. .. .	18	22
Patnas, black .. .. .	8	32
North African .. .. .	12	18
Chinese .. .. .	12	36
Box chrome calf—		
A. H. French .. .. .	23	
A. Hm .. .. .	22	
A. M .. .. .	21	
B. H. .. .. .	22	
B. Hm .. .. .	20	
B. M. .. .. .	18	
Veal, other European .. .. .	17	20
Veal X .. .. .	15	18
Grassers .. .. .	15	17

Grassers X .. .. .	14	16
Reject .. .. .	12	14

## Box chrome kips—

A. H., Swiss hide .. .. .	18
A. Hm. Canadian .. .. .	16
A. M. .. .. .	15
B. H. .. .. .	15
B. Hm. .. .. .	14
C. X. .. .. .	13
Reject .. .. .	13 down

## Dull chrome calf—

A .. .. .	20½	21
B .. .. .	18½	19

## SHEEP SKINS.

### Black glaze chrome—

Canadian for upper A .. .. .	9	10½
Canadian for upper B .. .. .	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½

Calfine, A. H., Can. native ..	9¾
Calfine, A. M., Can. native ..	9½
Calfine, A. L., Can. native ..	9
Calfine, B. H., Can. native ..	9
Calfine, B. M., Can. native ..	8¾
Slats, A. H. .. .. .	9½
Slats, A. M. .. .. .	9¼
Slats, A. L. .. .. .	9
Slats, B. H. .. .. .	8½
Slats, B. M. .. .. .	8

### Pickle skins for lining—

A common pickle .. .. .	8	
B .. .. .	7½	
C .. .. .	7	
Cape A .. .. .	9	
Cape B .. .. .	8¼	
Cape C .. .. .	7½	
Job .. .. .	5¼	5¾
H Facing .. .. .	8¼	
L Facing .. .. .	8½	

Splits, senior, per lb. .. .. .	21	22
Splits, junior, per lb. .. .. .	18	19

Splits, senior, per foot .. .. .	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot .. .. .	6½	
Splits, Lm, per foot .. .. .	6	
Splits, junior, per foot .. .. .	4¼	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. .. .. .	10	
Pebble A. L. M. .. .. .	10½	
Pebble A. M. .. .. .	11	11½
Pebble A. Hm. .. .. .	11½	12
Buff A. M. .. .. .	11	
Buff A. Hm. .. .. .	11½	
Buff A. H. .. .. .	12	
Table run pebble .. .. .	9½	
Job pebble .. .. .	8	

# Quebec Markets

**BOOTS AND SHOES.**—The business of the past month has been fairly satisfactory on the whole. The manufacturers are yet busy with fall orders, but, in general, these have not been as large as anticipated at the beginning of the season, although the volume is quite up to the average and work in a number of factories is well under way. The jobbers have been kept quite busy with sorting orders. There has been a good call colored shoes in all lines. Sporting boots and shoes, which are specialties in some of our factories, have a good movement. Canvas goods are selling well. There is no change to report in prices for the present, and it is not likely that any advances will be registered. Retailers report that a better tone is prevailing in business. Sales have picked up nicely with the fine weather and dealers are feeling much more hopeful. The rubber trade is very quiet.

**HIDES.**—The hide market continues rather dull. Tanners are not buying heavily, as they are in the quiet season. Supplies are coming freely enough, but there is yet no accumulation on hand. The quality of hides offering is satisfactory. Prices during the month have eased, as will be remarked by our quotations, in sheepskins, lambskins and calfskins. City and country

hides No. 1, which were quoted at 14 cents, have also fallen to 12½ cents. The latest quotations are:—

Sheepskins .....	25	75
Sheep clip skins.....	10	35
Lambskins .....	15	50

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	12½
No. 2 quoted .....	11½
No. 3 quoted .....	10½

## CALFSKINS.

City and country prices—

No. 1 quoted .....	14
No. 2 quoted .....	12

**WOOL.**—The wool market is quiet. There is a larger supply on the market, but buyers are in very small numbers. The general opinion is that prices being at a more reasonable point no modification will be made for some time. Woollen mills are not working hard for the present. We quote:—

Canadian pulled wool .....	22	29
Washed fleece .....	26	28
Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**TALLOW.**—There is very little doing in tallow, and the market continues to be quiet.

Prices have remained unchanged and we quote extra tallow at 6½ cents per pound.

**FISH OILS.**—There is very little to be added to what was reported in our last correspondence, as far as general conditions are concerned. Stocks are not large and inquiries are only for actual business. No changes have been registered in prices and we pay at present:—

Cod oil, Gaspe, gal. ....	23	25
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	50	60

**SHOE FINDINGS.**—There has been no noticeable improvement in the shoe findings business and for the present there is very little movement to report. Transactions are somewhat sluggish. It is expected that this condition will not last very long as manufacturers have very little stock on hand. Prices are unchanged:—

Leather, friction and fibre board	3½	6
Union leather .....	8	9
Stiffners, union .....	1	3
Stiffners, leather board, per 100 pounds ..	75	1.15

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Waterproof  
Felt,  
Combination  
Leather  
and Canvas

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**Leather Dealers and  
Commission Merchants**

Selling Agents for

**Breithaupt Leather Co. - Berlin.**

**85 ST. PETER ST., MONTREAL**

Insole leather . . . . .	7	8
Leather board, per lb. . . . .	2	3

LEATHER.—Conditions show very little variation from those which obtained last month. Dealers report that the local sales are quiet, but that demands from the outside are good. In fact considerable shipments have been made to Montreal firms. It is not expected that prices will develop any weakness along this line. Hides have weakened, it is true, but, as the tanners claim that the preparing of leathers has raised considerably, prices will not be reduced. Harness leathers are in good swing and with the fine aspect of the crops, a strong movement is expected to take place. Stocks in tanneries are not large, and the production of factories is at present decreasing, in order to prevent the accumulation. In well informed circles an improvement in the local trade is looked for shortly. The latest quotations are:

**LEATHER.**

Harness leather—		
No. 1 U. O. . . . .	42	
Rejected . . . . .	40	
No. 2 . . . . .	38	39
Kangaroo . . . . .	15	16
Splits, senior, per lb. . . . .	33	
Splits, junior, per lb. . . . .	32	
Splits, senior, per foot . . . . .	5	10
Splits, H and Mm, per foot . . . . .	10	
Splits, M, per foot . . . . .	7	

Splits, Lm, per foot . . . . .	6½
Splits, junior, per foot . . . . .	5
Splits, flexible, per lb. . . . .	24
Splits, trimmed, H M, per lb. . . . .	34
Splits, trimmed, M, per lb. . . . .	34



Pebble, A L . . . . .	15	
Pebble A L M . . . . .	15½	
Pebble, A M . . . . .	16	
Pebble, A H M . . . . .	16½	
Buff, A M . . . . .	16	
Buff, A H . . . . .	17	
Moccasin leather, red, per stamp weight, lb. . . . .	31	
Oil grain (Quebec) per foot. . . . .	18	19
Wax upper, heavy . . . . .	40	42
Wax upper, light and medium . . . . .	38	44
Horsehides . . . . .	3.25	
Glove grain . . . . .	15	17
Heavy grain . . . . .	15	17
Patent cow . . . . .	21½	23½
Patent cow chrome . . . . .	21	23
Heavy upper . . . . .	19	20
Grained upper . . . . .	19½	20½
Scotch grain . . . . .	20	21
Dongola kid . . . . .	16	23
Patent kid . . . . .	36	46
White alum . . . . .	11	15

Sumac . . . . .	9½	11
Col. sheep . . . . .	10	12
Napa sheep . . . . .	9½	11
India kid . . . . .	11	13
Patent colt . . . . .	36	46
Harness . . . . .	40	42
French kip skins . . . . .	94	1.05
English kip skins . . . . .	55	65
Canadian kip skins . . . . .	61	65
Hemlock calf . . . . .	70	85
Light calf . . . . .	70	80
French calf . . . . .	1.10	1.65

TANNERS' MATERIALS.— The market in tanners' materials is satisfactory, and fairly good sales have been made at unchanged quotations:

Degras . . . . .	3½	7
Sumac . . . . .	\$69.00	
Gambier . . . . .	5½	6½
Hemlock extract . . . . .	4¼	.5
Hemlock bark, per cord. . . . .	8.00	7.50
Oak extract . . . . .	4	4½
Mineral tanners' extract . . . . .	6	7½
Scuth, lb. . . . .	4	

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**Combination—Smooth, Boarded and Grains**  
**Bark Tans—Pebble, Grains, Flexible and Wax Splits**

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**Boot and Shoe Counters and Innersoling**

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# American Markets

## HIDES

**PACKER HIDES.**—The market has gradually eased off during the month, notwithstanding the fact that tanners have been buying pretty freely for immediate wants. Native steers range from 14½ to 14¾ cents for May and June-July take-off respectively. There has been nothing doing in spready steers. The packers are asking 17 cents, but tanners are indifferent. Butt branded steers have been moving at 13¼ cents for June-July take-off. Heavy Texas steers are inactive at 15¼ to 15¾ cents. Colorado steers have been offered at 13 cents, but tanners are not interested and there is said to be an accumulation. Heavy native cows, over 55 pounds, are quiet at 13½ cents. Light native cows, under 55 pounds, are reported sold at 12½ cents. Branded cows are reported in plentiful supply, and although one packer is said to have disposed of a few thousands at 12 cents, yet buyers generally are unwilling to bid over 11½ cents. Native bulls were sold at 11½ cents flat for Mays. Branded bulls are available at 10½ to 11 cents. Buyers show little interest in native bulls, which are held at 12 cents. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spready .....	16	17
Heavy .....	14¾	15
Light .....	14½	15
Texas steers—		
Heavy .....	15¼	15¾
Light .....	13½	
Extreme .....	12½	
Butt-branded steers .....	13¼	13¾
Colorado steers .....	13	
Native cows—		
Light .....	12½	
Heavy .....	13½	
Branded cows .....	11½	12
Branded bulls .....	10	11
Native bulls .....	11½	

**COUNTRY HIDES.**—The market is quiet because of the different opinions which exist as to values. Dealers are not willing to make the concessions asked by the tanners. There is said to be a considerable accumulation of calfskins, dealers not being willing to dispose of their holdings at figures offered. No. 1 steers free of brands and grubs, 60 pounds and up, have been offered as low as 11½ cents without takers. No. 1 cows, free of brands and grubs, 60 pounds and up, have sold at 10½ cents. No. 1 buffs, free of brands and grubs, 45 to 60 pounds, have changed hands at 11½

cents for plump short-haired hides of November-December take off, but 10½ is all that is offered for present receipts. No. 1 extremes, free of brands and grubs, 25 to 45 pounds, are nominally quotable at 10 to 10½ cents; there is said to be plenty of fall hides in the hands of the dealers. Very little attention has been given to No. 1 bulls, tanners not caring to bother at the price asked. No. 1 kips, 15 to 25 pounds, have sold at 11 cents for fall take-off, and hides of good quality are offered at this figure. Present receipts are quoted at half a cent lower than this figure. No. 1 calfskins, 8 to 15 pounds, have weakened, strictly first salting Chicago cities selling for 15¾ cents. Light skins and deacons are quiet, few sales being reported. Outside city calfskins are quoted at 15 to 15½ cents, and country skins at 14¼ to 14½ cents. No. 1 horse-hides are firmer on account of being bought up for the manufacture of cordovan leather in Russia; dealers are asking \$3.80 for No. 1, but tanners stick at \$3.70. The following are the latest quotations:—

No. 1 cows .....	10½	10¾
No. 1 buffs .....	9½	10½
No. 1 extremes .....	10	10½
Heavy steers .....	11½	11¾
No. 2 heavy steers .....	11	
Heavy bulls .....	9½	10
Calfskins .....	15¾	
Kips .....	11	
Deacons .....	85	
Slunks (packer) .....	85	
Slunks (country) .....	50	
Horsehides .....	3.70	3.80

## LEATHER

**OAK SOLES.**—The market as a whole throughout the large centres is somewhat quiet. Transactions are light, but prices remain fairly firm. The following are the latest quotations:—

<b>Scoured backs—</b>	No. 1.	No. 2.	No. 3.
Light .....	42-43	37-38	33-34
Heavy .....	42-43	37-38	33-34
Medium .....	42-43	37-38	33-34

And other grades in proportion.

<b>Scoured bends—</b>			
8 to 10 lbs. ....	48	46	43-44
10 to 12 lbs. ....	48	46	43-44
12 to 14 lbs. ....	48	46	43-44

<b>Texas sides—</b>			
XX free of brands .....	36		
X h'v free of brands .....	35		
A h'v one brand .....	34		
B h'v two brands .....	33		
C h'v more than two brands .....	32		

<b>Texas bends—</b>			
XX .....	54		
X .....	49		
A .....	47		
B .....	46		
C .....	45		
<b>California sides—</b>			
<b>Light—</b>			
No. 1 .....	30		
No. 2 .....	28		
<b>Medium—</b>			
No. 1 .....	30		
No. 2 .....	28		
<b>Heavy—</b>			
No. 1 .....	32		
No. 2 .....	28		
<b>California backs—</b>			
<b>Light—</b>			
No. 1 .....	33		
No. 2 .....	30	31	
<b>Medium—</b>			
No. 1 .....	35		
No. 2 .....	31		
<b>Heavy—</b>			
No. 1 .....	37		
No. 2 .....	31	32	

**ROUGH LEATHER.**—The market is fairly active. More shoulders are being used by the wetting people, and the japanners and russet people are buying liberally. Rough splits are in fair demand for heavier weights, but the lighter grades are without reported sales. The following are the latest quotations:—

<b>Hemlock.</b>			
Card .....	36	37	
No. 1 .....	33		
Steers, No. 1 .....	29	30	
Steers, No. 2 .....	29	30	
P D'g'd .....	24	25	
Bulls .....	25	26	

<b>Oak.</b>			
	No. 1.	No. 2.	No. 3.
Country, light .....	34	30	28
Country, med. ....	34	30	28
Country, hy. ....	34	30	28
Packer, hy. ....	35	34	

**SPLITS.**—The demand for good heavy finished black splits practically absorb receipts, but there is no call for light finished. Flexibles are selling well. The following are the latest quotations:—

	No. 1	No. 2
No. 1. Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	26	23
Flesh .....	27-43	31-44
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INVADING AMERICAN MARKET—The Slater Shoe Company of Montreal, Canada, announce their intention of entering the shoe market in the United States. Mr. Charles E. Slater says that the recent reduction in the tariff will open the market to them, and that their net wholesale prices have been



attractive enough to compete with all comers in many other foreign countries to which they have been exporting. The Slater Company is a million-dollar concern, and enjoys a good standing in Canada. Offers have been made in past years by shoe manufacturers in the United States who realize the value of

their trade-mark and the principles of their selling policy. While inviting correspondence from the retail shoe trade and offering options on exclusive agencies in various towns and cities, the Slater Company have advertised for experienced salesmen to exploit their intended market. Mr. C. E. Slater says that he has carefully studied the market and that he believes that the tariff as it now stands will permit of considerable trade. In Canada they enjoy a cheaper labor market. They have all the latest American models and lasts, and with the newest Good-year machinery there is no reason why they should not find there a market for surplus product. The Canadian Government refunds all duties on materials when the product is exported

THE COOK-FITZGERALD CO.'S travelers have all completed their fall trips and are looking forward to the time when the spring samples will be ready. Mr. Cook reports that fall orders are the largest booked in the history of the concern—all travelers show a large increase—one of them had a 70 per cent. increase for fall which speaks volumes for the popularity of Astoria and Liberty shoes. No line in Canada is coming to the front with such rapidity as these famous London-made shoes for men. The Cook-Fitzgerald Co. have cause to feel proud of their success.

SEND ALONG YOUR PHOTOS—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

The campaign which we have been conducting on

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has been successful beyond expectation.

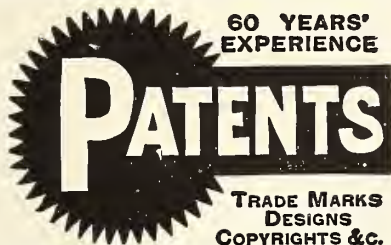
Hundreds of retailers—among them some of the biggest in the country—have made displays of our skins and expressed themselves as being highly pleased with them.

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AUGUST  
1910

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Toronto, Canada

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QUEBEC, P. Q.



A brush made of the best bristles procurable. It is built to "work out" the shine—and it does.



A Selvyt-covered Polishing Pad that puts the "finishing touch" on the shine and gives an incomparable, glossy-black mirror-like polish.

GET YOUR SHARE OF PROFIT  
SELLING "NUGGET" OUTFITS



TRADE MARK  
REGD NO 227378

# POLISHES

SHINE WHEREVER  
. THE SUN DOES .



Perfectly made from a scientifically perfect recipe. Many polishes have come and gone since Nugget first appeared.

Only Nugget STAYS.



This neat box, in artistic metal or card board, is durable and handy and contains the rest of the outfit, Polish, Brush and Polisher.

The Nugget Polish Co., Limited  
Toronto - - Halifax

**THE  
MAPLE LEAF  
BRAND  
RUBBERS**

**TO MAKE GOOD**

---

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A rubber must do more than keep the foot dry.

It must be stylish.

It must wear well.

Hundreds of Shoemen have put them to the test and found that *Maple Leaf Rubbers made good.* TRY THEM.

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**JAMES ROBINSON**

182-186 MCGILL STREET - MONTREAL, QUE.

# Scholl's "FOOTEAZERS" and Foot Specialties Stand for FOOT COMFORT and **NET YOU BIG PROFITS**



*Self adjusting feature  
The Foot-Eazer eases feet*



Dr. SCHOLL'S  
*Bunion-Right*  
PATD

is a practical invention that instantly and permanently rights bunion troubles. Made of the finest and purest rubber, very light, flexible and non-irritating to the most sensitive feet. Wholesale \$4.00 per doz. Retail 50c.



Dr. SCHOLL'S  
*Toe-Right*  
PATD

a wonderful little device scientifically constructed, for straightening crooked or affected joints. Instantly relieves soft corns or corns between the toes. Removes all pressure from ingrowing toenails. Corrects hammer toes and restores the foot to its natural usefulness. Wholesale \$3.00 per doz. Retail 35c each.

## Important Facts Briefly Stated For Busy Buyers

Scholl's goods are constructed on correct principles—not harsh, rigid or cumbersome to the feet.

Actually provide natural spring and elasticity.

Materials are the best. Finish very superior.

Advertised in all the leading magazines and periodicals.

Best known, most easily demonstrated.

Advertising matter gratuitously supplied with dealer's imprint.

Largest assortment. Thirty different styles. Sizes range from infants' to extra sizes in men's.

Exclusive features that appeal to common-sense buyers. 100% PROFIT ON EVERY SALE.

All goods are made by specialists, under broad patents, and fully protected by trade-mark.

The Scholl "FOOTEAZERS" and Foot Specialties are *made in Canada*, delivered to you free of duty, at the same time getting the *very best there is in foot specialties*.

Write for samples at once, also catalogue "Scientific Correction for Ailments of the feet."

**THE SCHOLL MFG. CO.**  
372 King Street West - - TORONTO





**HELLO MR. DEALER!**

---

PARTICULAR CUSTOMERS WHOM  
YOU ARE ANXIOUS TO PLEASE  
WILL SOON BE CALLING FOR

**Canadian Rubbers**

IF YOU "GET READY" *NOW* AND  
HAVE THEM WHEN THEY ARE  
WANTED

**YOUR PROFIT WILL BE LARGE**

---

**THE CANADIAN RUBBER COMPANY  
OF MONTREAL, LIMITED**

D. LORNE MCGIBBON, Vice-President and Managing Director



If the Shoe has this on  
IT'S GOOD

You can count upon HIGHEST QUALITY  
See for Yourself

J. A. & M. Cote - St. Hyacinthe, Que.

## WHITTEMORE'S POLISHES

Finest in Quality  
Largest in Variety



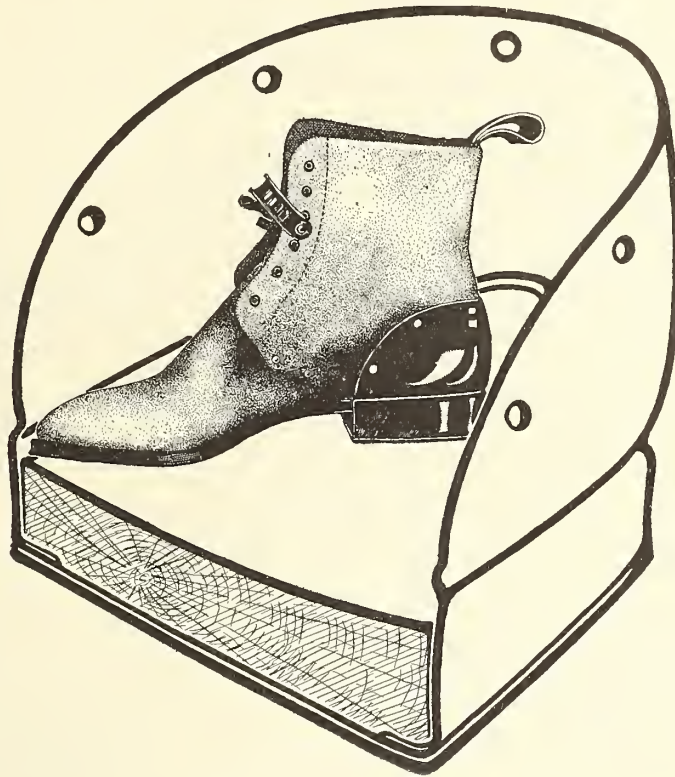
### Oldest and Largest Manufacturers of Shoe Polishes in the World.

- "GILT EDGE." The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retails 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 25c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retails 25c. "Star" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean** and **White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**

# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sup>n</sup> <sup>d</sup> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

### United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

# THE PACKARD SHOE



☞ We can give you IMMEDIATE SHIPMENT on your SORTING UP ORDERS of

## Turns and McKays

☞ All sizes in Infants', Children's, Misses', Little Gents' and Youths'.



## Packard's Barefoot Sandals - - An Especially Attractive Line

Infants' at 60c. pair, Children's at 65c. pair, Misses' at 75c. a pair

### O'Sullivan's <sup>Safety Cushion</sup> Rubber Heels

#### Made of Pure Virgin Rubber

Give the elastic step of youth. Take the jar off the spine. Make walking a pleasure. Once worn, always wanted.

Worn in all the large hospitals by nurses and doctors; also by policemen, letter carriers and all who have much walking to do.

**In All Sizes, for Men and Women**

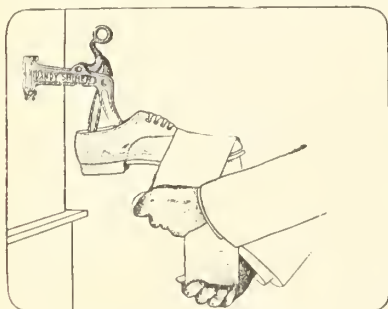
### Packard's Special Shoe Dressings

ALL COLORS FOR ALL LEATHERS

Now is the time to sell

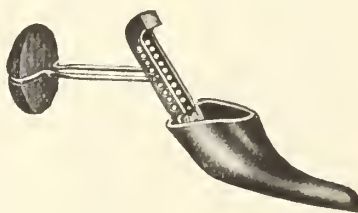
#### White Canvas Dressing

OUR WHITE LIQUID DRESSING for canvas shoes, belts, helmets, etc., is *easier to apply* and *quicker to dry* than any other. Takes less also and there is no waste of time or material.



#### THE DANDY SHINER

A home article. Holder fits in wall bracket. Can be taken down when not in use. Has 3 lasts—for men's, Women's and children's shoes. Price, \$9.00 doz. Retail \$1.00 each.



#### The Fetherlyte Shoe Tree

The Best and Lightest on the Market.



#### IMPERIAL OVERGAITERS and LEGGINGS

Orders should be placed immediately. Have you our overgaiter catalogue? If not, drop us a postal.

**L. H. PACKARD & CO., LIMITED**  
MONTREAL - - - Shoe Store Supplies of All Kinds

M

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# "Miners" — "Sheffords"



**MAXINE**  
Fine croquet, toe cap.



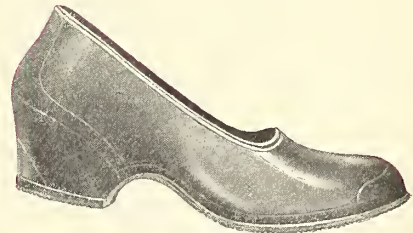
**SYLVIA**  
Cushion heel, croquet.

No  
effort  
spared  
that  
will  
better  
the  
Quality

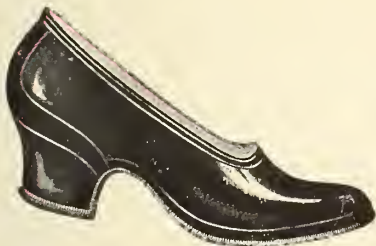
—  
No  
method  
overlooked  
that  
makes  
for  
economy  
and  
Lower  
Prices



**EUNICE**  
Fine light storm, net lined.



**SOCIETY**  
Light storm, French heel



**BEAUTY**  
Fine croquet, French heel.



**PETITE**  
Fine light zephyr croquet.

## The Miner Rubber Comp'y

GRANBY, QUE.

Limited

M

M



## SIMPLY CAN'T SLIP

The use of corrugations to prevent slipping was once considered the "real thing"

But

## CATSPA W RUBBER HEELS

soon placed the old idea among the "dead ones."

A Canvas Friction Plug is set right in the rubber near the back of the heel and it takes TIGHT HOLD of the slipperiest surface. Makes the heel wear longer too, and gives a light, easy, springy tread that makes walking a comfort in any weather.

## WALPOLE RUBBER COMP'Y

Limited

MONTREAL

## The Dealer Has His Troubles

In these days of razor-edge competition.

It's business suicide to let competitors get ahead of him.

McCready dealers never do, because the new ideas first see the light of public approval in the McCready Lines.

## McCREADY SUPERIORITY

**Everyone  
Claims  
To  
Make  
The  
Best.  
McCready  
Backs  
The  
Claim  
With  
The  
Goods.**

**The James McCready Co.**

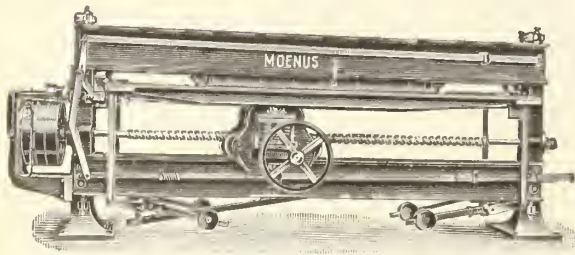
Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH

Vice-President and General Manager

If you wish a deep and bold embossing  
effect and a fast working  
Machine, take the



## Moenus "Altera"

TYPE 1910

Beware of weak imitations.

Yearly Output 200 Altera Machines.

Write for the prices to the

# MOENUS MACHINE WORKS

FRANKFURT ON MAIN, GERMANY

## WOOD-MILNE RUBBER HEELS

Wood-Milne Heels are made from infinitely higher grade of rubber than any other heels, hence there are more WOOD-MILNE heels sold than any others, because they are the best.



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.  
Stocks held by C. Parsons & Son, Limited, Toronto



# SHOE-DEALERS AREN'T FOOLS

They are shrewd, level-headed business men, and when so many of them continue year after year to handle Williams Shoes, you can depend on it they have good reasons.

It is because they have found by experience that good honest materials are built by modern methods into styles right up-to-date.

If you have sampled our lines you're a regular customer; if you haven't better start NOW.

## WILLIAMS SHOE CO.

BRAMPTON - ONTARIO

# RUBBERS

of Sterling English quality, in thoroughly up-to-date Shapes, combining ELEGANCE, DURABILITY and QUALITY



## Canvas Rubbers

for Seaside, Sport or Playground. Made on anatomical lasts, supplied in Gents', Ladies', Misses' and Children's Sizes.



Business Bringing Lines to the Retailer.

## The New Liverpool Rubber Co. Limited

Bona-Fide Manufacturers

LIVERPOOL, ENGLAND

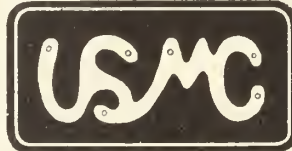
Also at Amsterdam, Genoa, Vienna,  
Capetown.

MONTREAL, M. B. STEINE, 86 GREY NUN STREET.

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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**UNITED SHOE MACHINERY CO. OF CANADA**

Lagauchetiere and St. Monique - MONTREAL, QUE.



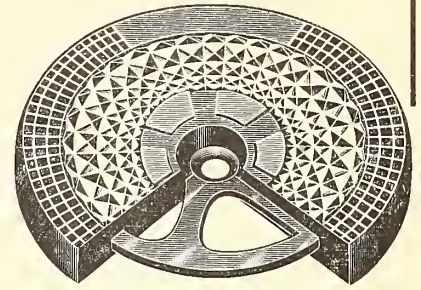
Ladies 2/, Gents 4/ per dozen pairs

# The Leading Firm

FOR

## RUBBER HEELS

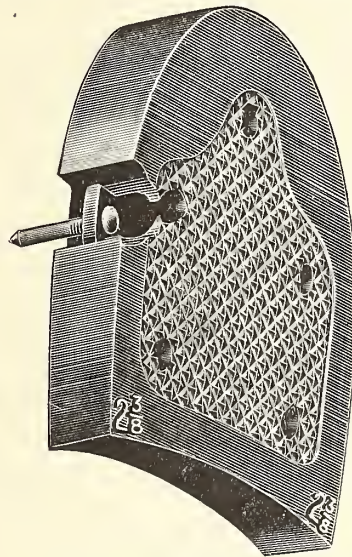
UNEQUALLED FOR  
PRICE and QUALITY



Ladies 3/, Gents 4/6 per dozen pairs

Liberal Discounts  
For Large Quantities  
For Export.

All Lines  
Carded or Boxed.



Ladies 5/, Gents 7/  
per dozen pairs

Customer's Own  
Designs  
Carried Out.

Up-to-date Showcards  
Supplied Free.



Ladies 4/, Gents 6/ per dozen pairs

The  
Lancashire  
Revolving  
Heel Com'y  
MANCHESTER  
England



Ladies 4/6, Gents 6/6 per dozen pairs

## For Spring Season 1911

We will **MINISTER** to the wants of the Retail Trade with a line that is **MYLES** ahead of anything on the market. Our travellers will be out with samples about Aug. 15.

Dealers should **SHOE**-rly see them before placing their orders for Spring.

Those who do will be well **CO**-mpensated, as they will be able to select spring goods from a line not **LIMITED** to a few styles but a range that can only be produced by the **MANUFACTURERS OF** the BEST "CANADIAN MADE" GOODS,

The most re-**FINE**-d line of high-grade **SHOES** ever made  
**FOR MEN AND WOMEN**

# MADE TO TOE THE MARK of QUALITY



## Minister-Myles Shoe Company LIMITED

CORNER PEARL AND SIMCOE STREETS

Toronto



Canada

# MEN'S SHOES

To retail at \$4.00,  
\$4.50 and \$5.00 at a  
*good profit to you.*  
Every pair Good-  
year Welts.

## Sovereign Shoe Co.

102-104 Atlantic Avenue  
TORONTO, ONT.

For Jobbers

Samples  
Are Now  
Ready

**AIRD & SON**

583-585 St. Timothy St.  
MONTREAL, QUE.

For  
Spring 1911

Watch



Us

"WHERE QUALITY COUNTS. WE WIN"

TRADE



MARK

The Monarch Shoe, the Brandon Shoe, and  
Dr. Brandon's Patented Cushion Shoe are  
sold far beyond our expectations this season

OUR MOTTO IS

"Where Quality Counts We Win"  
They've got the Fit.  
They've got the Style.

The Merchant who handles our goods will  
have the smile when our representative  
calls to see him with our spring line.

## BRANDON SHOE CO.

LIMITED

BRANTFORD - ONTARIO

## The Bonner Leather Co.

GLAZED KID MANUFACTURERS.  
BLACK AND COLORS.

Salesroom—6 Lemoine Street,  
J. H. GOYER, Representative.

Office—1060 Notre Dame Street West,

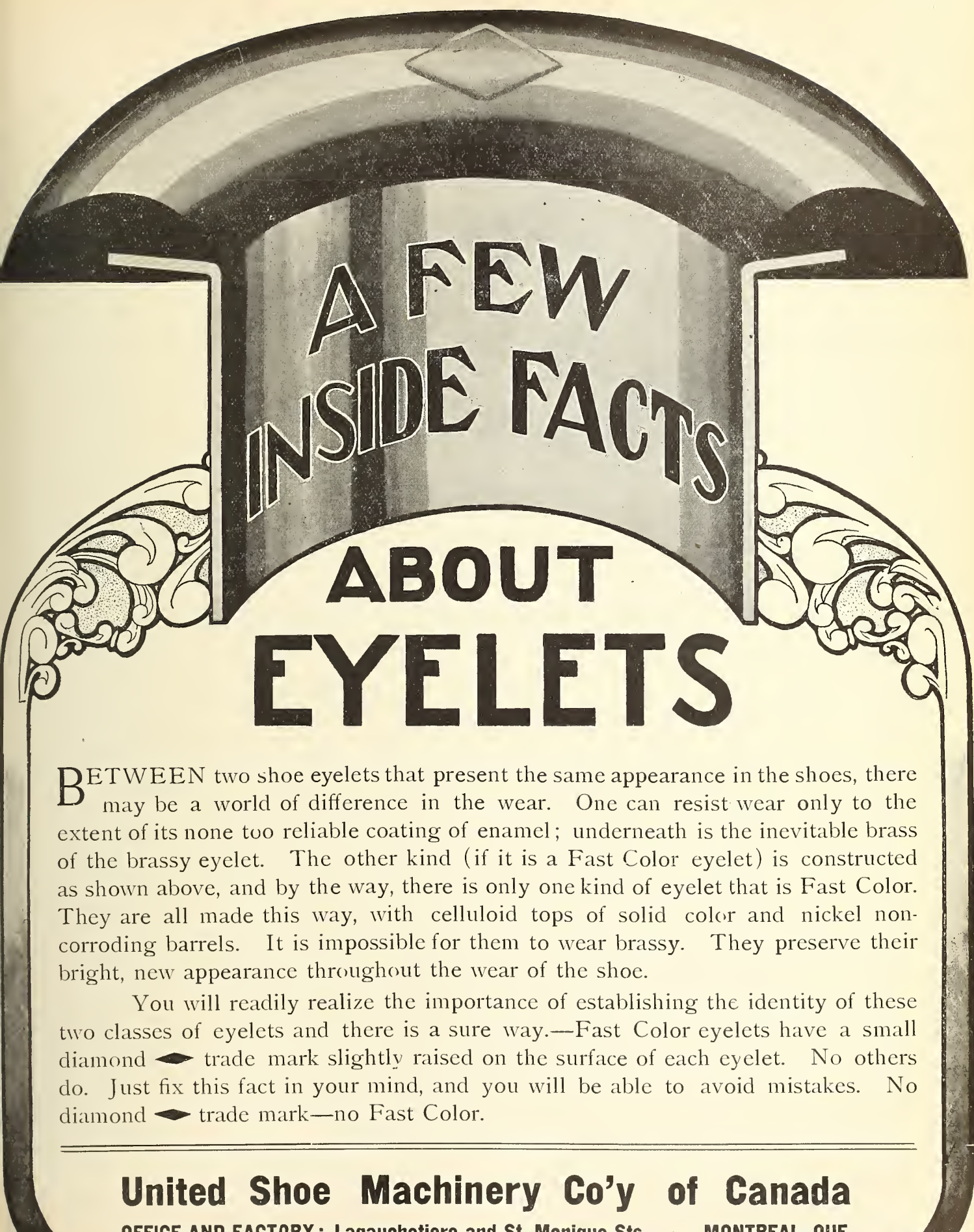
MONTREAL

## Staple Footwear

For Men, Women, Boys, Misses  
and Children.



In Dongola and Box Calf. One of the  
most serviceable and best selling lines in  
the country.

THE G. V. OBERHOLTZER CO. LIMITED  
BERLIN, ONTARIO



A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN 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 nickel 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 these 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  trade mark—no Fast Color.

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**United Shoe Machinery Co'y of Canada**

OFFICE AND FACTORY: Lagauchetiere and St. Monique Sts. - MONTREAL, QUE.

**There  
is no  
let-up**



*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

THE

## "DOCTORS" ANTISEPTIC

Shoe is a Waterproofed, Special-Stitched, Good-year Welt, so constructed that it is absolutely COLD and MOISTURE PROOF.

Three Soles, including the antiseptically treated, thermal asbestos centre sole, have to be worn through before the foot gets wet. So it is really

## AN INSULATED SHOE

Made in New Shade Tan Winter Calf, Chrome Box Calf and Chrome Black Storm Calf.

ASK TO SEE OUR BRAND-NEW LINE  
**Professor Gold Cross Shoe**  
(PATENTED)

THE

**Tebbutt Shoe & Leather Co.**  
THREE RIVERS, QUE.

**The  
orders  
Keep  
pouring in**



# 50,000 GROSS

## Laces in Mohair and Silk

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We have purchased the entire stock of Laces and Shoe Store Supplies of the late O. Poirier Co., of Montreal, also the LACES IN BOND shipped to these people. This lot represents almost every known lace and was manufactured by one of the largest lace manufacturers in France. We intend selling these goods at exceptionally low prices in quantities.

## TORONTO EXHIBITION

We invite every merchant visiting the Exhibition to call and see our immense range of Children's Soft Sole Shoes, Overgaiters, Wool Soles, Laces and Shoe Store Supplies.

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## CHAS. TILLEY & SON

*Manufacturers and Importers*

160 Bay Street      TORONTO      160 Bay Street

# PHILIP JACOBI



No. 930  
Patent foxing and vamp, blue top.

A Complete Line  
— of —  
**INFANTS' FOOTWEAR**  
In Endless  
Varieties



No. 931  
Patent foxing and vamp, white top.

**Tailor-Made**  
First for Fit,



IN ALL SHADES

**Overgaiters**  
Fashion and Quality



Ladies' Boudoir Slipper with Pom-Pom. In brown, red, black, pink and blue.



Men's Puttee Leather Leggings

**PHILIP JACOBI** 5 WELLINGTON ST. EAST  
**TORONTO**  
MANUFACTURERS AND IMPORTERS

# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 8.

TORONTO, AUGUST, 1910.

\$1.00 per Year.

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## Current Comment

A prominent sociologist advanced the theory recently that the reason for the lack of development or the poor progress attained by artificial means by European peoples is the fact that the old stock is not revived by the introduction of new blood. He instanced England, where intermarrying for centuries has produced inferiority of physique and intellect to some extent, and certainly a considerable lack of aggressiveness in temperament. Taking new countries like the United States and Canada, the very admixture of new blood and the commingling of races means improved stock which is further helped by the conditions that prevail. There is undoubtedly something in the contention that commends it to consideration. No one can compare the youth of the new continent with the old without being impressed with the tremendous advantages the former seem to possess in vitality, ambition and general aggressiveness.

It is a busy time with most of our industrial concerns, which, with the increase in our population and the improved purchasing power of our people, are responding in a way that must be gratifying to the country at large. Manufacturers urge the difficulty of securing adequate skilled help and complain of the misrepresentation of labor conditions by unionists who aim to prevent the immigration to

this country of qualified artisans from Britain and Europe. Good mechanics, in almost any line, earn at least double in Canada that paid in England and it is certain that if they were assured of employment many of them who are on half time and less over there would emigrate. Meanwhile manufacturers have to do the best they can with available help, and are paying high wages for poor service.

A glance at the latest trade returns evidences the fact that, notwithstanding the prosperous condition of the home market, Canada is finding an ever increasing outlet for her surplus products. For a people small in numbers, we stand well in the front with respect to our outside trade relationships. In comparison with the United States our foreign trade is considerably more than double per capita per annum and the proportion is increasing in our favor from year to year. The policy of the government of the day in fostering by every possible means this growth is to be commended. With home conditions varying so greatly, as they must necessarily do where three-fourths of the population is agricultural, it is necessary to have a balance wheel in the shape of outside trade to keep the machinery going smoothly.

There may have been a time when Canadians could refer with some contempt to the conceit of their neighbors across the border or overseas, but they are fast making a reputation for side or "swank," as it is designated in England, that may in time do them harm. We seem to be developing a smug confidence in ourselves and our ideals that must make us at times appear insufferable to outsiders. Of

Is It  
So?

**Our Foreign  
Trade**

**Prosperous  
Times**

**National  
Conceit**

late, Englishmen have begun to refer to our gratuitous advice in somewhat the same spirit as they evinced with regard to Theodore Roosevelt's criticisms. "He means all right, don't you know, but it is jolly cheeky just the same."

We are growing in population at a rate which, while not so phenomenal as to be alarming, is none the less remarkable. We seem to be actualizing the prophecy that the twentieth is Canada's century. We are gaining by a percentage on our population much larger than the United States could show at a similar period in her history. Another advantage that accrues to us to some extent from the connection with Great Britain is the fact that the monarchy haters of Europe avoid our shores, as well as those whom our vigorous climate and ways incline to locate farther south. On this account and with our wiser immigration regulations we are minimizing the danger to our national welfare from the influx of a large foreign population. With our broad expanse of territory and capacity for assimilation we ought to turn to good account this accretion of new blood.

Ontario is setting a splendid example to Canada and the world in the reorganization of her penal institutions and especially in the application of the principle of correction to offenders as far as that is possible. The new Central Prison at Guelph will have nothing to indicate that it is a penal institution. The prisoners will be given respectable employment and treated during their sojourn as men and not as vicious animals. The prison garb will be unknown and one passing a group of men working upon the farm will need to be told that they are not ordinary farm laborers. The institution will be in every respect a sane effort to cure and not demoralize those who through temptation or environment have been launched into the ranks of what are called the criminal class.

It would seem as though the evil were growing not only amongst politicians and public servants but in connection with our commercial institutions. Certain it is that "influence" is regarded too often as more availing than intrinsic worth. The recent developments in connection with Federal government officials is but an indication of what is going on outside in connection with the selling of supplies not only to public institutions but business concerns. It is all too common a practice to buy the patronage of those who use their employers' interests to further their own ends. In the meantime, why this noise on the part of the political employers of these grafters who themselves do the same thing on a larger scale with their constituents? And why the noise on the part of the Conservative press whose party was

turned out of power neck and crop for the very same rascality that is now coming home to the Liberals?

Notwithstanding the activity in Europe amongst the armorers and gun makers, the peace sentiment continues to grow. In England, France, Italy and even Germany a strong opposition is developing to the expenditure of the immense sums required for war equipment and materials. The people are beginning to groan beneath burdens that are crushing them to earth. Taxation in some of these countries amounts to something beyond all western comprehension and the wonder is that the people are so patient under a system that does not afford them nearly the comforts and privileges of serfdom. The worst of it is that unless occasion is provided in war for all this taxation, something will inevitably happen. This is the danger that confronts Europe at present.

All the world was compelled to turn aside the other day to witness a brute contest between a negro and a white man, held in the only state in the American Union uncivilized enough to permit the contest. This "sport" has been lauded by interested people and newspapers as "manly," but anyone who waded through any portion of the disgusting and degrading account of the encounter must admit that the ordinary bull fight or bear bating has it beaten a mile for gentility. Moreover, one has only to read the names and occupations of the celebrities at the ringside to realize how far the whole thing falls short of being "respectable." May it be a long while before our homes are inundated with the details of such a loathsome affair.

The boast that a man has not taken holidays for twenty years is not a wise one. It means that he has not developed either speedway in himself or talent in those about him sufficient to enable him to take a look at the great world about him for even the brief period of a fortnight. Taking a holiday, in its best sense, does not mean idling away a few days or weeks and getting back to the "grind" with reluctance. It means respite enough for a man to look in upon himself, out upon the world and sanely review his business at a distance sufficient to ensure cool, calm judgment. The best thing some men could do for themselves, their families and their business would be to get away from everything for a while.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

## Stray Shots

It is the crooked man who continually talks about the world being "regulated to death." When you find a man shaking his fist behind the back of a policeman you find

### FOES TO LAW

a member of society who needs to be watched. Laws are no menace to good citizens but are expected to be a "terror to evil doers."

When you find yourself restive under well meant restriction, ask yourself if the trouble lies with you or with the regulation. "The wise in heart will receive commandments." It is the foolish and wicked who are ever found arrayed against law and order. All laws may not be wise laws, but so long as they are laws it behooves the wise man to submit himself and his interests thereto. In business the man who acknowledges law, even where such law as represents the courtesies and amenities of business life may be "unwritten" will win the esteem and co-operation of those about him. The business man who is a "law unto himself" is a source of trouble and annoyance to all who deal with him.

Asleep at the switch! Out when opportunity knocks! Dreaming in harvest! Such may be described as the cause of failure with many. Well saith the wise man,

### LAZY RASCALITY

"He that sleepeth in harvest causeth shame." It is no shame to sleep, yet there are times when sleeping is criminal. The sleeping

switchman sends his trusting fellows to a horrible death. The sleeping husbandman wastes nature's bounty and jeopardizes the interests of those about him. There are plenty with less excuse than the tired switchman for their unlawful sleep. The latter is clapped into jail for his carelessness while thousands of those who wreck their own lives and those of others by their criminal idleness go scot free. Are you doing the most with your opportunities? Are you hustling in hustle time, or are you one of those lazy scoundrels whom even the sight of a beautiful harvest does not quicken from the gait of the "born tired."

There is something better to live for than money. Notwithstanding all the mammon worship of this age, character

### MONEY TALKS

never stood higher in public thought than it does to-day. People of all kinds reverence Worth. This is probably because with all the present incentives to getting rich quickly

it is scarcer than it used to be. Worldlings may say that "Money talks" and so it does, for there is not a man of wealth in the community whose money does not proclaim his character. I would rather know how a man made his money than take his character from his pastor or hear him give his experience. A man who can make money to-day and remain honest, humble and wholesome has accomplished something greater than taking cities or building empires. "Righteousness delivereth from death," that death of soul that comes nine times out of ten with the accumulation of money.

Go over in your mind the men you have known personally who have gone the way of the "woman in scarlet." How many

### THE DEAD ARE THERE

of them have ever returned to honor, respectability, or even ordinary business success. What a graveyard is here of perished hopes, ambitions and character. There lies the

proud business man who led the trade in his line until he commenced to "keep a woman." There lies the politician who almost reached the top of the ladder until in an evil hour he began tampering with other men's wives. There lies the brilliant lit-

erary man whose plethora of loves drove him into the "far country" of famine and swine. In truth "the dead are there." And there are those who haunt the charnel house and expect to escape the plague. It were better for you, sir, to tie a fifty pound weight to your neck and jump off the nearest bridge or pier than seek a loathsome death in the house of the harlot.

Keep your tongue off your neighbor. You have no more right to hit him with it than with a bludgeon. The world is full

### FOLLY OF SLANDER

of cowards who do with their mouths what they dare not attempt with their fists. If you want to find your true place, the next time you are tempted to utter a slander, go

up to the person concerned and give him a slap in the face. But you are too cowardly for that. You prefer to give more stinging blows to his character, behind his back. There is a higher ground for eschewing slander than even its effect upon one's neighbor. "He that uttereth slander is a fool." Every time you utter an evil statement about your fellow you sin against yourself. They say that when a bee stings it dies. So everyone who utters a slander about a neighbor poisons his own being. There is nothing that so demeans a good man as to feel he has the nature of a snake.

If words were money some of us would be more careful how we hand them out. In any case most of us could afford to be

### THE SIN OF WORDS

more sparing of them than we are, even in the ordinary course of social or business intercourse. "In the multitude of words there wanteth not sin." We talk too much, and in

talking, even when we do not handle lightly the character or reputation of those about us, we are apt to say more than we should in the interests of truth and humility. It is a good thing to keep the "unruly member" under control. "Let your yea be yea, and your nay, nay." Especially in business is it found that "Whatsoever is more than this is sin." There are business men who are good men in the eyes of their families and their fellows, who let their tongues run away with them occasionally to their hurt.

There is nothing so refreshing and helpful as a "wholesome" man or woman. Well hath it been said, "the mouth of a righteous (wholesome) man is as a well of life (living well)."

### LIVING WELLS

In the East a living, bubbling well means much more than it does with us, surrounded as we are with modern conven-

iences that bring water to our very bedrooms. A "living well" or spring represents the most wholesome and blessed gift that Providence can bring to a community. There are men who are just like living, bubbling springs in the communities in which they live. Their words buy health, happiness, comfort, encouragement, strength and peace to all within reach of their sound. How different from the stagnant pools that breed deceit, mischief, passion, dissension and death. It is possible for us to be living wells instead of stinking cesspools. Which are we?


A man may have trouble and perplexity in plenty in connection with his life but so long as he can hold up his head and say

### WALKING SURELY

"God helping me, I am doing my best and walking my straightest," he can sleep the sleep of the just. "He that walketh uprightly walketh surely." A step at a time and that

with the eye on the pole star of truth will keep a man on the right course for eternity. It is not always progress that counts. You may seem to be standing still but you may be making tremendous gains in experience, and better than all in character, even by the apparent obstructions to your progress that circumstances seem to thrust in your way. Slow but sure is better than reckless haste at any time, but when human destiny is involved a man needs to look well to his going.

**WHERE  
AMHERST  
MAKE  
EXCELS**



**7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR**

**CUTTING DIES**  
of every Description for  
**Leather, Rubber, Paper, Cloth,  
ETC.**

**Honest Values at Honest Prices.  
All Work Warranted.**

**Dominion Die Co.**  
114 Delorimier Ave., Montreal, Que.  
Phone E 3778



**ALWAYS  
ON HAND**  
Red and Grey  
Heel Stock

Also all kinds of Flexible Inner Sole as Chrome Tan Split, Veneer, and Duck Inner Soling.

Please write for Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds**  
230 St. Marguerite Strot - MONTREAL, P.Q.

## CHEAP LEATHER

The one CHEAP leather to-day is **WAXED SPLITS.**

Some people would rather buy a cheap shoe if they knew it combined reasonable comfort with greater wearing quality than can be had in any other shoe.

Some people *must* buy a cheap shoe. Why not give them a cheap shoe made from our Waxed Splits? They are soft and mellow and remain soft in the shoe; our special stuffing process insures this.

They are strong and will wear like iron.

*Lastly*, Mr. Manufacturer, they are so cheap they will make you a big profit if you push Split Shoes from our line.

Ask our representative or write us for particulars.

Flexible Splits also in all substances.

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**A. DAVIS & SON**  
LIMITED  
**KINGSTON - ONTARIO**

# Hints on Catalogue Work

The use of the catalogue to the exclusion of other forms of advertising would not be advisable from any point of view. The manufacturer makes use of liberal appropriations for advertising space in various mediums and finds that each fills a necessary and useful place in the economics of distribution. The trade journal acquaints the dealer with the manufacturer's products and produces in him a desire to test their effect upon his trade. Newspaper and magazine advertising is also very largely used. This is educative in its tendency or its effect upon the public. It creates a desire for the lines advertised, keeps the name before the public and thus paves the way for the catalogue, which comes in at a later, but not less important stage of the game. The billboard also has its place in this campaign of education. This would include the poster, the advertising signboard and the electric sign. The retailer in the smaller towns and cities can apply the same methods with advantage. The public are made acquainted with the dealer's name and the lines he carries, in a general way. This introduction is then closely followed up by the catalogue or by the folder, which is merely a modified or abbreviated form of the catalogue.

Among modern methods of advertising and salesmanship the catalogue has not only held its own, but has advanced very rapidly in the estimation of the advertising public. **Modern Methods** Manufacturers have realized its utility and have used it extensively as an auxilliary to, and a link between, the travelling salesman and the public. It has even been used to the exclusion of the salesman. The mail-order houses and departmental stores have enlarged upon this method and have derived the maximum of profit from its exclusive use. The catalogue does not eliminate the necessity for advertising, but can be used best in connection with it. Of recent years the field of a catalogue has expanded immensely. Catalogue houses are rushing the catalogue as never before and the smaller stores, smarting from the effects of mail-order enterprise, have begun to make a study of catalogue possibilities with a view to combatting the mail-order institutions on their own ground. The weight of opinion in all these cases has been in favor of the catalogue. It has been found equally adaptable to the smallest as to the largest store and is just as effective a retail salesman as it is a representative of the whole-

saler and the manufacturer. It is one of the most economical forms of advertising in use. The defect of newspaper advertising is the fact that the paper is read and usually thrown away. The ad. must then get in its work rapidly or by force of constant repetition. The catalogue is much more likely to be preserved, especially if attractive in form. It also has the advantage over the ordinary ad. in the number of lines or articles it can describe and price. Technically, it has been subject to much improvement. Great weight is placed by the mail-order houses on conciseness and suggestiveness of description, on classification and the use of good cuts and plenty of them. Improvement is also noted in covers, cover designs, the quality of the paper used, the letterpress or printing, etc. The modern catalogue as issued by the larger manufacturers probably represents the height of the art of catalogue-making. These are often works of art in cover design, contents and illustrations. Color work, tinted and coated paper, embossing, and all the other arts and crafts are brought into play and the liberal use of these embellishments has been found a paying investment.

The advertising folder should be as well-arranged, tastefully laid out, printed on as good a quality of paper, as strongly and **The Advertising Folder** concisely worded, and as neatly illustrated as the catalogue. This is particularly applicable to retail trade purposes, although it is often used with excellent effect by the manufacturer as an auxilliary to other forms of advertising. The folder is often adapted to the purpose of a store news medium. New lines are announced in this way and the customer is kept informed of everything of interest or of possible interest in the store's affairs. This can be enclosed in an envelope either with or without a typewritten letter to accompany it. It is then addressed and sent away, while the very fact that it is used as a medium of keeping in close and frequent touch with the trade gives it additional interest to the recipient. Views differ as to the lay-out of the folder. One dealer favors the idea of keeping the customer in suspense as to what is inside, using perhaps a sentence like the following as a catch-phrase: "This is the stuff that dreams are made of," or "You'll see it inside." Another would have the outside wording or matter strongly suggestive of what the folder is about. If this is attractively and concisely worded there seems to be little danger that the contents will not be read.

## Your Opportunity..



**We are selling every  
article at a greatly  
reduced price — and  
every article per-  
fect. - - - - -**



**Geo. V. Smith & Co. **  
 ————344 Main St. West———

No. 1

The design shown would do equally well as an outside or cover design for a catalogue or for a folder or circular. No. 1 is worded exactly the same as No. 2, but shows a considerable contrast in style. A number of rules of good composition have been transgressed in No. 1.

### Some Sample Catalogue Designs

One of the most prominent of these is the fact that not enough margin is left around the matter. A good wide space should again be left outside of the enclosing rule. In other words, the cover should be fully

7x4½ or 7x4¾ inches. Another rule which has been broken in No. 1 is that of proportion. The design is too spready; the head-line is too high and the paragraph in the middle too stocky and too low down on the page. The pyramidical combination of ornament is in bad taste. There is too much of this, in the first place. It is also poorly distributed, and calls attention chiefly to the centre of the page instead of to the heading first and then the firm name. As will be seen from No. 2, the heading looks better and gives a better sense of proportion set in the largest face of



## Your Opportunity

WE ARE SELLING EVERY  
ARTICLE AT A GREATLY  
REDUCED PRICE — AND  
EVERY ARTICLE PERFECT



Gen. H. Smith & Co.

344 Main St. West

No. 2

all. The firm name and address follow, and should be sufficiently large to give an appearance of stability. The ornament and rule in No. 2 are just the right size and occupy the proper position with regard to the design. In No. 1 the two dots after the heading are unnecessary. The line should be more to the centre, and not filled out in this way. The central paragraph is not nicely completed either. The ornament after the firm name is misplaced, while the double rules before and after the address are unnecessary. With

regard to type styles; those in No. 1 are unnecessarily mixed. Dignity and strength are usually obtained by a measure of uniformity. The type styles here are plain and readable. The address is particularly poorly set. With regard to the typography of No. 2, some difference of opinion might exist. The Old English text is artistic. It is also neat and gives an appearance of style to the page. It is sometimes objected to, however, from the fact that not all people can read English text equally well.

**The Ankle Strap Pump DOES NOT SLIP**



BEAUTIFULLY ARCHED  
FITS CLOSELY OVER THE INSTEP  
NEATLY PERFORATED

**Queen Quality**  
THE FAMOUS SHOE FOR WOMEN

**A Perfect Street Oxford Tied With Wide Silk Ribbon**



HIGH CUBAN HEEL TO FIT THE ARCH  
Makes a TIRELESS WALKING SHOE



Dr. Reed's Cashion Shoe

**The Easiest Shoe on Earth**

Conforms perfectly to the shape of the bottom of the foot.

Needs no breaking in, assures perfect comfort.

For Ladies and Gentlemen walking is a pleasure in Dr. Reed's Cashion Shoes.

**Ladies!**

**Our Fall Lines**

are ready for inspection and never in our history have we been so well prepared to meet the demands of many friends in Sydney and vicinity

**18000 Pairs of these Shoes made daily**

**The Dressiest Shoe Made FOR STREET WEAR**



BLACK CLOTH TOP  
Goodyear Sole Closely Trimmed.  
VERY MUCH ADMIRED

**The Boston Favorite GUN METAL PUMP**



THE NEWEST AND NEATEST PUMP EVER SHOWN AT A POPULAR PRICE

**The Newest Leather DULL KID**



MADE WITH LIGHT SOLE  
High and Medium Heel  
LOW VAMP

Remember!  
Our Goods are always High Class

**R. B. VANDINE**

EXCLUSIVE AGENTS

QUEEN QUALITY

**Brown Canvas Footwear**  
These shoes are made with the best quality materials and are guaranteed to last for years.  
Men's "Ankle Strap" Shoes, Regular \$5.00, Sale Price \$4.00  
Men's "Patent" Shoes, Regular \$4.00, Sale Price \$3.00

5

**NOW'S THE TIME TO BUY SHOES**



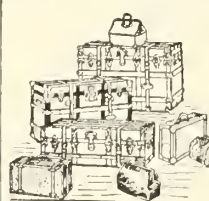
AND THE PLACE

**CAMPBELL'S MID-SUMMER CLEARANCE SALE**

The best value for your money ever offered in Chatham in shoe circles. Get in line, don't miss it. We must clean out our Summer Stock to make room for Fall Styles which are arriving daily. Come early in order that you may have a good selection to choose from. The Campbell reputation stands behind every pair of shoes you purchase here and guarantees that you are not buying cheap shoes purchased for sale purposes. The ones we are selling now are the same shoes you would have paid 1/4 to 1/2 more for yesterday or last week. The following values are starting, but are genuine bargains.

**Shoes For Men**

- Men's Tip-toe-minute Tan Oxfords, former price \$3.50, \$1. Sale Price \$2.98.
- Men's Black Pat. Colt Oxfords, cool and comfortable, new shapes, regular price \$4.00, Sale Price \$3.19.
- Men's fancy, Close Patent Colt Oxfords, classy for Summer, regular price \$5.00, Sale Price \$4.18.
- Men's fancy Tan Calf Oxfords, American goods, regular price \$5.00, Sale Price \$4.18.
- Men's high Patent Colt Lace Boots, a great dress shoe, regular price \$4.00, Sale Price \$3.19.
- Men's Velour and fine Men's Kid high lace Boots, business shoes of merit, regular price \$4.00, Sale Price \$3.38.
- Men's Work Shoes, Soft Chrome tips, a good shoe for the factory or shop, Regular price \$2.25, sale price \$1.85.
- Men's Boston Calf work Shoes, Blucher Cut Slip sole, Solid Leather. Regular price \$1.75, Sale price \$1.38.
- Men's DARK CANVANS Shoes, solid leather sole and counter toe cap and grip. These shoes are cheap, but durable for work in towns. Cool, comfortable and just the thing for factory or store, reg. price \$1.50, sale price \$1.00.



**Trunks, Bags And Suit Cases**

An over-stock that must move at once. We purchased too many, you may profit by our mistake. The cut in price is tremendous and you will certainly miss the biggest opportunity of your life.

**Shoes For Women**

- "Queen Quality" known for their quality, style and worth to every woman in Chatham, a shoe of high standard value. However, we have purchased too many and it is for you to reap the benefit of our mistake.
- Tan Pumps, patent cut, a neat fitting, clever looking shoe, stamped \$4.50, sale price \$2.98.
- "QUEEN QUALITY" Pat. Colt Oxford, short vamp, up to date in every particular, regular price \$3.50 and \$4.00, sale price \$2.88.
- All \$2.50 and \$3.00 tan, gun metal and kid oxfords are on sale at \$1.85.
- All our \$1.50, \$1.75 and \$2.00 pat and kid oxfords will go at \$1.25.
- Women's Black Patent Oxfords, special line, plain toe, sold formerly at \$2 sale price \$1.48.
- 60 pairs new and natty Pumps, sold at \$2.00 before, sale price \$1.58.

- Slippers, Pumps and High Shoes are all included in this sale.
- Misses' White Canvas Blucher Inst., a shoe for the holiday or cool evening wear, regular \$1.00 shoe, selling at 83c.
- Women's Canvas Shoes as described above, will sell for 76c, regular price was \$1.50.
- We have 10 gross of Shoe Paste on hand that is slightly dry, not enough to hurt the quality, regular price 10c, sale price 2 for 5c.
- 100 gross Shoe Laces, the 10c kind, sale price per dozen 5c.

**Hunting Boots**

Made of Russian Calf, durable and absolutely waterproof. These Boots combine utility with comfort and appearance. Regular price \$5.00.

Sale Price

**J. L. CAMPBELL**

**Men's \$2.00 and \$2.50 Shoes**

At these prices we carry the well-known FRANKLIN SHOES. These shoes are considered one of the best

**\$2.00 and \$2.50 SHOES MADE**

We have them in all serviceable leathers, both Lace and Blucher Styles. If you are looking for a medium-priced shoe THE FRANKLIN is the one you should buy.

Morse's Shoe Store, 92 West Main Street, P.S. - WE GIVE GREEN TRADING STAMPS



**SPECIAL SALE OF MEN'S AND WOMEN'S OXFORDS**

On Tuesday, July 5th, we put on sale 50 pairs of Men's Oxfords in nearly all sizes, broken lines, regular \$3.50 and \$4.00 values at \$2.00.

These will not last long, so get yours quick.

75 pairs of Women's \$3.00 and \$3.50 Tan Oxfords at per pr. \$2.

**H. G. Hodges**  
The Shoe Man, 119 King St.

**CHATHAM THE MAN WITH**

**SPECIALS for SATURDAY**

- Men's Black Patent Oxfords, \$2.25
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**JOHN AGNEW, Limited**  
45 DOWNIE STREET "The Quality Shoe Store"  
BRANTFORD STRATFORD WOODSTOCK

**LIGHTER SHOES for WARMER WEATHER**

- Strong Foot and Comfortable Oxfords are worn during the most favorable weather. See the list below.
- Women's Dongola Oxford Blucher \$1.75, 2.00, 2.25, 3.00
- Women's Tan Oxford Blucher \$1.50, 2.50, 3.00
- Women's Patent Oxford Blucher \$2.00, 2.25, 2.50, 3.00
- Misses' Children's and Infant's Canvas Oxfords \$1.15, 1.0

# Ads. and Advertising

The problem of all-the-year-round advertising is one which has doubtless engaged the attention of most advertisers. The quiet season is something which is bound to loom up in most lines of business at one time or another, and the temptation is to reduce expenses on advertising by using smaller space or cutting it out altogether. There is no use asking interested parties as to which course to pursue. The newspaper has space to sell and may be pardoned for advocating its use both in season and out of season. The most vigorous of advertising campaigns will hardly suffice to keep business up to the normal at certain times of the year, but the cumulative effect of continued advertising is worthy of consideration. There is nothing like repetition to drive an idea home, so long as the quality of the goods is there to back up the assertions made. Reiteration not only keeps the patrons of the store in touch with it, but constantly widens its circle of acquaintanceship among those who have not yet tested its advantages or merits. To keep in the game is equivalent to saying that the store is there to supply the needs of the public at all times and under all conditions. To drop out is to give the impression of inefficiency and unprogressiveness. The action would be equivalent to that of a dealer who would pull down his store blinds and then expect business to come his way. Not only does it show the public that the store is still alive, but the cumulative effects will be felt throughout the approaching busy season. The question of how much space to use would require separate consideration. Many of the larger city stores initiate bargain and clearance sales with very good results. This, of course, is marking time, but is beneficial in reducing stock and releasing cash for investment in the new season's lines. The location of the store and other conditions will also be factors in determining the amount of space required. It may be safely said, however, that it is never desirable or safe to reduce this to zero.

## SCIENCE OF ADVERTISING.

No. 1 is really excellent shoe advertising copy throughout. It is suggestive of shoes at first sight—no doubt about that. The cuts used are snappy. The division into panels makes the ad. easy to read. A suggestion for improvement in typography is to have the type faces more uniform, or fewer sizes in the different sections, at the same

### The Effect of Repetition

time having an eye to the general artistic effect, or the sense of proportion.

No. 2 is good copy and is nicely put together. The cut appears to be unsuitable for the quality of the paper. Line cuts are better for coarse paper. Note the head-line, which suggests not only shoes, but comfortable shoes.

No. 3 is neat, striking in style and contains an attractive bunch of seasonable specials. These are well described, while price information is also given. The arrangement into panels is somewhat unusual, but well adapted to attract attention.

No. 4 is strong copy, is well arranged and appropriately illustrated. A bunch of attractive leaders is given. These are accompanied by good descriptions and catchy prices.

No. 5 is clean, businesslike and easy to read. The cuts are good and the typography uniform and few styles employed. The various headings and sub-headings are well brought out. A good border gives unity to the whole. The goods are well described, prices being also furnished.

No. 6 is from an American paper. The ad. is somewhat crowded but is good salesmanship and furnishes a bunch of attractive information in readable shape.

No. 7 is neat and attractive in arrangement and general style. The cut at the top is catchy, as well as suggestive of footwear. The heading is businesslike, a fair amount of room is given. The type styles, also are sufficiently uniform to give a pleasing effect.

No. 8 has a head-line which readily catches the eye. A good list of seasonable specials is given, though these are slightly shy on description. Good descriptions always supply the reason why in connection with price.

No. 9 possesses a good, catchy heading, which is also suggestive of the lines advertised. An attractive list of specials is furnished, accompanied by prices. We believe the composition and arrangement could have been improved by putting the matter in small type in the centre in a still smaller face and arranging it more compactly.

Advertising theorists have sometimes attracted to themselves an unpleasant prominence by assuming that all advertising can be reduced to so many rules. Only recently a school of advertising research (presumably from the theoretical side) has proposed to collect, boil down and

### Advertising as an Exact Science

distribute all the obtainable data derived from universal advertising experience. We might then have a sort of supply or warehouse for advertising ideas. Merchants and advertisers might be able to write away for so much canned advertising, dealing with any particular subject desired. This would probably herald the disappearance and extinction of the advertising man. We would also be relieved of the necessity of thinking, so far as advertising is concerned. We would merely need to mention the date, the occasion and the kind of goods to be sold and we could be furnished with an advertising prescription which would exactly fill the bill — or at least, we should suppose so. The institution referred to is quoted as saying that true advertising is neither magic, buncombe, noise, boast, boost, bluster, nor typographical pyrotechnics, but just plain horse sense." This would lead one to infer that the majority of modern advertisers prefer buncombe and bluster to the aforesaid horse sense. A great deal of current advertising instruction seems to be along the line of standardizing advertising ideas, eliminating guesswork and predetermining results. As Addison said, however, "It is sometimes pleasant enough to consider the different notions which different persons have of the same thing." Times change, unfortunately for the theorist. The world moves. What is good advertising to-day may not be so to-morrow. The needs of different localities are different. Nailing an advertising idea is sometimes like trying to put your finger on a fly. You usually succeed in placing your finger where the fly was. Elbert Hubbard, who has won a reputation as an advertiser, remarks: "I know of no recipe for success in advertising. If I did, I would keep it myself." This is the attitude of many advertisers. The man who has a good thing in advertising is averse to "putting the other fellow wise." Springing something new is considered by one advertiser to be the essence of advertising science. This is all very well, but somewhat indefinite. The standardizing idea is just the antithesis, but in standardizing we are liable to kill the idea. Unfortunately for the standardizer, just as he has built a very nice little edifice, some advertiser of a bright and original turn comes along and upsets the whole thing by doing the very reverse. Advertising is essentially volatile and is just as liable as not to refuse to run in fixed channels. On the other hand, there are many general principles, as well as technicalities in advertising which can be classified and reduced to rule, otherwise all would be chaos and change. It is over-classification which is to be avoided and which the Journal will aim to steer clear of in its directions to advertisers.

If proof were needed of the growing use, power and influence of printed words, we might find it in the following: The United States is in the business of carrying printed and written words. In 1880 it collected \$33,000,000 for this service. In 1908 it collected \$102,000,000, and during this period letter postage had

been reduced from 3 cents to 2 cents, and the rate on printed words from 4 cents a pound to 1 cent a pound. The wonderful growth of the mail order business is another concrete evidence. These mail order houses employ no travelling salesmen, they show no samples of their wares, and they fatten no middlemen. There are two of these great mail order houses in Chicago alone, each doing an annual business of many millions of dollars; one of them, established only 14 years, mails every business day of the year 22,000 catalogues of 1200 pages each.

The difficulty of laying down a hard and fast rule for advertising will be seen by studying a few typical ads. of the kind which have produced results. One advertising authority, for instance, makes the statement that the use of humorous cuts and headings is not advisable, while an advertiser who has made a hit with ads. of this sort comes along and upsets the whole thing by showing the actual results from a practical advertising campaign. In the same way, many of the rules laid down for successful advertising are apparently disregarded. It would be dangerous, however, to conclude from this that caution can be thrown to the winds, or that attention to general rules is useless. Advertising, from the root meaning of the word, means to turn the mind or attention to something. Evidently this can be done in a variety of ways. The printed page is not the only way to do this successfully. A preacher or a platform speaker advertises most effectively. A show window or other display of merchandize is a most direct and practical ad. It is evident that a good ad. must not only attract attention to the goods or the house, but it must attract a favorable attention. The impression produced must be good. In addition to this, we must attract the attention of those whom it will pay to attract, or, in other words, those who are likely to buy. This is the test of a good advertising catchphrase or illustration. What is the use of using a heading which will catch only children or gigglers and repel sensible people, when it is the latter we wish to get in line? Genuine humor is a different matter and may just as certainly be chosen so as to accomplish the object in view. Good advertising should not only be attractive in appearance and make up, but it should be suggestive and should contain sufficient information to "get the reader going," or to cause him to wish to see or to test the qualities of the goods. The salient features of the goods can often be suggested by a single word or phrase, or a paragraph or a page may be used to accomplish the same result. The interest should never be allowed to wane, in any case. The matter should be easy to read both as to arrangement and matter, and the story should be told in as few words as can be used to give it force and completeness.



# Shoe Salesmanship

The time was when problems of psychology were thought to be entirely distinct from business, or in fact, from any other practical subject. Psychology in those times was for the college professor alone, and its only utility was to provide some sort of mental gymnastics or a stumbling block for students. Its relation to business is now widely recognized, and some of our foremost psychologists have called attention to this in a very pointed manner. Psychology, reduced to its simplest terms, might be described as "the why and the how" of things. This includes the mental processes of at least two individuals, the person acting and the person acted upon. To the natural born salesman a study of these processes might seem superfluous, but to those requiring assistance the subject should not be without its utility. An exact knowledge of psychology has long been applied to many callings. As a matter of fact, all who seek to influence others in any way are making use of psychological science. This comes into play in salesmanship at every step. With regard to the salesman, it has to do with his manner, whether confident or hesitating; with his features; with his expression, whether cheerful, energetic and inspiring, or gloomy, solemn or repulsive. Dress is also of importance. The salesman must be neat and gentlemanly appearing. In other words, he must look prosperous, since, in salesmanship, like begets like. If we wish to create confidence we must be confident. A personal interest on the part of the salesman in the customer produces, in return, a personal interest in the store and its lines. An interest of this kind by the salesman is not necessarily pretended; in fact, a pretence is soon discovered and produces anything but a desirable effect. This particular attitude of mind can be cultivated with good results, but should not degenerate into, or be confused with over-familiarity, since the latter is productive of resentment. A thorough knowledge of the goods produces an important psychological effect and is useful in inspiring confidence. Careful personal attention is flattering or pleasing to most people and is most effective in securing and holding the customer's trade. The possibilities of psychological influence in selling are almost unlimited. There is the power of suggestion, of drawing the customers out, of leading up to the point where a sale should be closed, the knowledge of where the point is and how not to go beyond it, the exercise of will power and the personal factor in closing sales, the

exercise of personal influence or suasion, without offence to customers, the ability to lead up to a sale in the quickest possible time consistent with a proper exposition of the goods, the retention of the customer and the means to be employed in building up a permanent trade. In connection with the psychological effect produced upon the customer, or rather, the prospective customer, there are the value of the appearance of the store and its appurtenances, the display of the goods, the method of presenting the store's advantages before the public in the store, in the window and in the advertising space; the use of special methods of all kinds; the effect of credits, sales, openings, special window trims, special advertising campaigns and methods generally of going after trade. These subjects, which have received merely a brief mention, will be taken up in detail from time to time. The psychology of display, of illustration, of advertising, of personal contact, etc., are all large and vital subjects in connection with merchandizing. The psychology of habit, both from the personal and the business aspect, is of the greatest importance. How we receive and convey sense impressions all have their interest and influence. The latter concerns all departments of merchandizing, including the direct personal relations between the salesman and the customer, the value of appearances in all departments of a business institution, the why and the how of displaying goods and getting into touch with the customer. The why and the how of memory, the value of memory as applied to the salesman, the treatment of customers, the building up of trade, the display of goods, the building up of strong and effective advertising material, will all have their place and will, in due course, receive a more extended mention. The relation of health to salesmanship, to staying power, energy and productiveness will also receive attention in our study of the psychology of salesmanship. Personality as a factor in selling is worthy of consideration, also the question as to whether and to what extent it is possible to cultivate these qualities. A number of writers and investigators have taken this subject up of recent years, notably Hugo Munsterberg. The term "psychology" itself, is an interesting one. This has often been applied somewhat loosely. It is derived from the Greek psyche, a soul or breath, indicating that the Greeks connected the two ideas. For our present purpose it may be taken as indicating the mental processes and influences underlying our relationships with one another and how to direct

these intelligently, and more particularly for improvement in salesmanship.

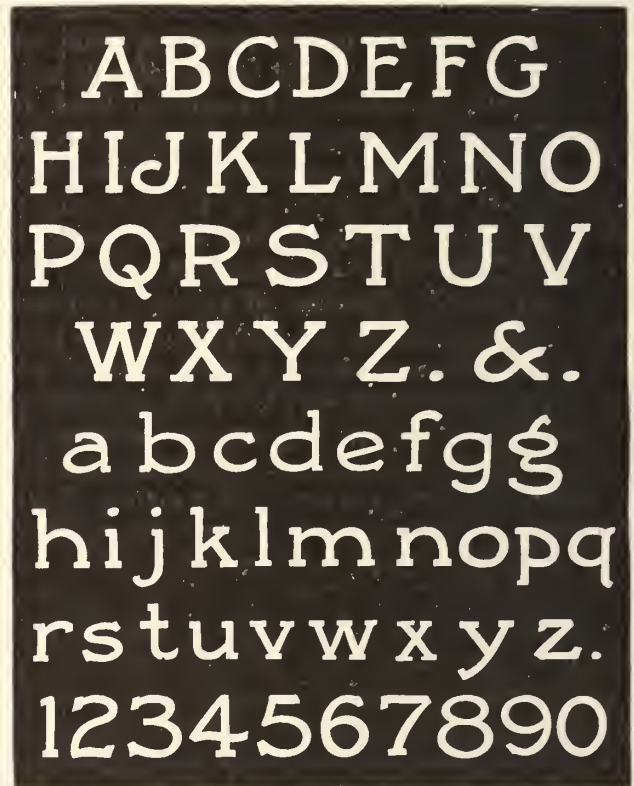
A retailer, who employs considerable help, recently remarked on the comparatively small number of clerks who take any more than a merely superficial interest in their work. He thought that if they would use their brains as well as their hands they would be surprised at the rapidity with which they would be promoted and at the consequent increase in salary they would receive. What he wished to see in a clerk was an ambition to amount to something more than a mere automation, or passer-out of goods asked for by customers. They should use their heads to figure out how they can make money and save money for the firm. He had always to be on hand when the store was opened to make sure of its being clean and in proper shape for the reception of customers. The ways in which a clerk can save money for his employer are no less important than those in which he can make money by increasing his efficiency as a salesman. By being conscientious and careful in the discharge of his share of the duties of cleaning and tidying up the store and stock he can add to the attractiveness of the establishment, besides which his services have an active cash value to which the proprietor is entitled. Clerks frequently object to menial duties of this sort in the larger stores, where help is specially employed for this purpose, it may be all right, but even then there are many little things which may and should be done by the clerk along the line of improving the appearance of stock and display fixtures. Care in handling goods is another important item. If these are handled carelessly their value is constantly depreciating. The clerk who is ambitious to excel is always devising something by way of improvement; it may be an improved method of arranging and keeping track of stock, an improvement to the store front or show window, a bright idea in the line of home-made display fixtures, a new style of show card, etc. These may be mere trifles in themselves, but they are expressive of an attitude of mind which work out not only for the benefit of the store, but for the success of the salesman who puts them into practice. More important still is the ambition to improve in the ability to sell goods. There is more in salesmanship than just merely handing out the goods which are asked for. If there is any kind of knowledge or information which will give the salesman a better grasp of the situation or of the selling points of the goods, he should lose no time in acquiring it. In some cases a more grammatical method of expressing oneself means an increase in power. A lack of the rudiments of an education always places one at a disadvantage, and with ordinary physical and mental ability, there should be no reason for remaining in this condition. Never were educational advantages so many or so cheap as they are to-day.

To paint quick-drying cloth signs, prepare your paint as follows: Use only dry colors, the best grade.

**Window and Show Card Suggestions**

Grind your color in japan or furniture varnish about as thick as paste; then thin with gasoline until it works freely under the brush and does not spread. Be careful not to get it too

thin, or it will cause your paint to spread, thus preventing you from making a neat job. Cloth signs made as above will last for thirty days exposed to the weather; but if you want them to stand for two or



Brush Alphabet for Show Card Writers.

three months, use a little boiled oil in your color; but where you have a sign to paint for a special sale that the party does not want to advertise over thirty days, the boiled oil could be omitted. The kind of brush used should be a sign-writer's one-stroke brush, either ox-hair or black sable, preferably the latter. You can get them from most any brush dealer at a very small cost and they will last a long time if properly taken care of. You should clean them out thoroughly after use, with turpentine and grease with lard oil. To color electric bulbs for use in the window or elsewhere, dip the bulb in white shellac thinned with denatured alcohol. The lamp should be connected and current turned on so they will dry on taking out of bath. To give a frosted appearance, use dyes in the shellac for colors. A good ink for show cards is made by using "drop black" or ivory black ground in japan and thinned with turpentine or gasoline.

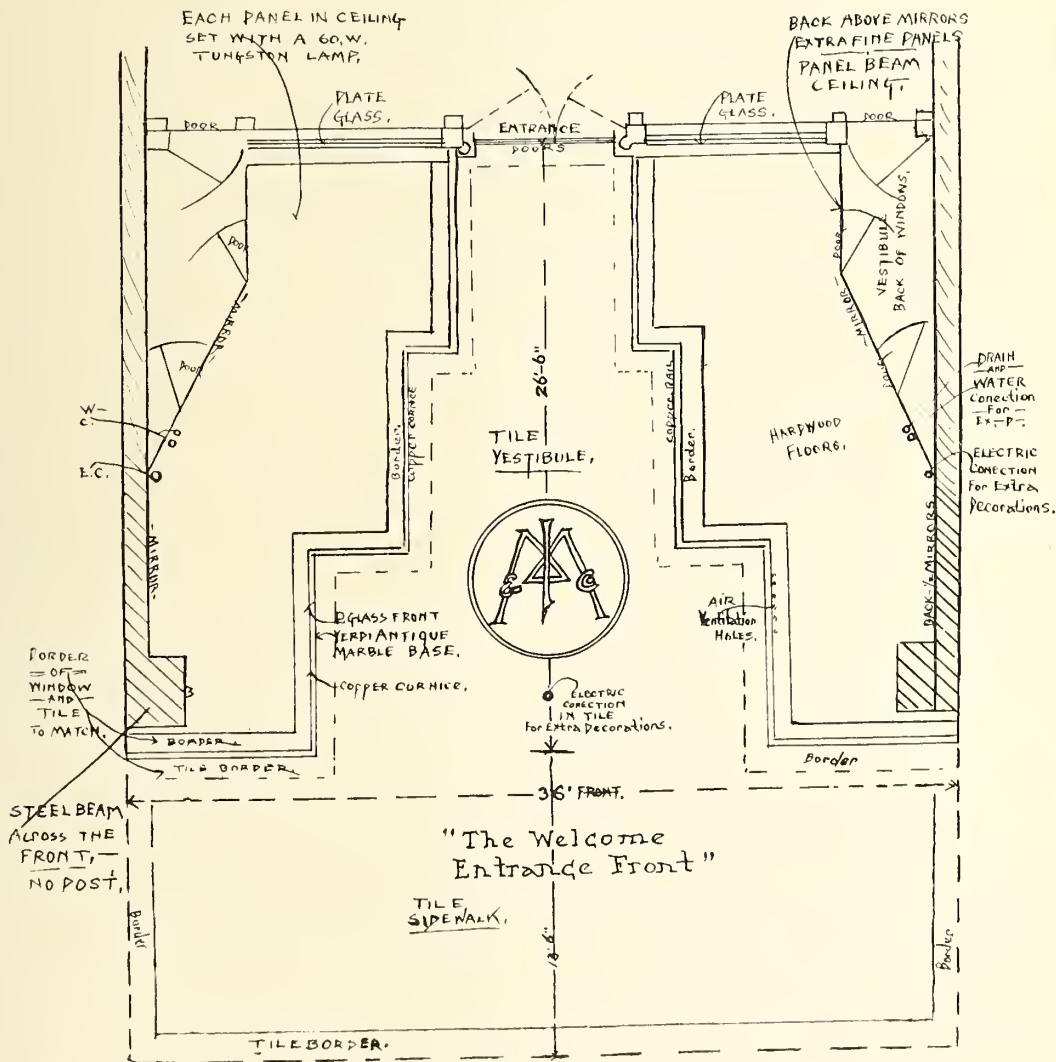
# Store and Window Display

One of the problems which confront the dealer in remodelling or building is how to secure the greatest amount of window space, consistent, of course, with the needs of the store. This is particularly the case with a narrow frontage. Many stores are seriously handicapped for want of window-space, the lack being all the more keenly

felt in the down-town districts where taxes and rents are both high. A store in these localities may expand vertically, but is very often hindered from adding to its width by the impossibility of buying adjacent property. It is possible, however, to get a fairly good

## Making the Most of the Window

Making the Most of the Window



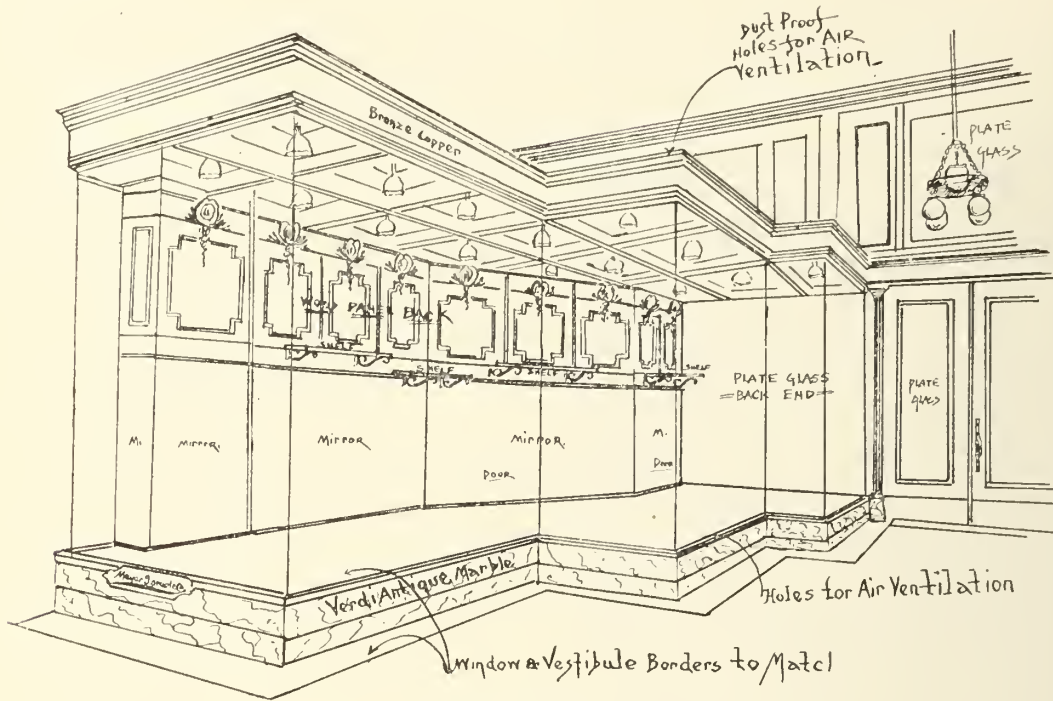
Suggestion for Window Extension.

felt in the down-town districts where taxes and rents are both high. A store in these localities may expand vertically, but is very often hindered from adding to its width by the impossibility of buying adjacent property. It is possible, however, to get a fairly good

forty feet of good display space, and would at the same time have an entrance capable of accommodating a small outside show-case. The increase in space is shown in sketch No. 1. No.'s 3 and 4 show a plan which was successfully applied to a thirty-six-foot

front, giving a total display space of seventy-eight feet. The door in this case was about twenty-eight feet back from the front line of the store. Leading to it was a wide, tiled vestibule, flanked on either side by brilliantly lighted windows. In the present instance the tiling was extended right across to the outer edge of the pavement, and above it was a steel canopy

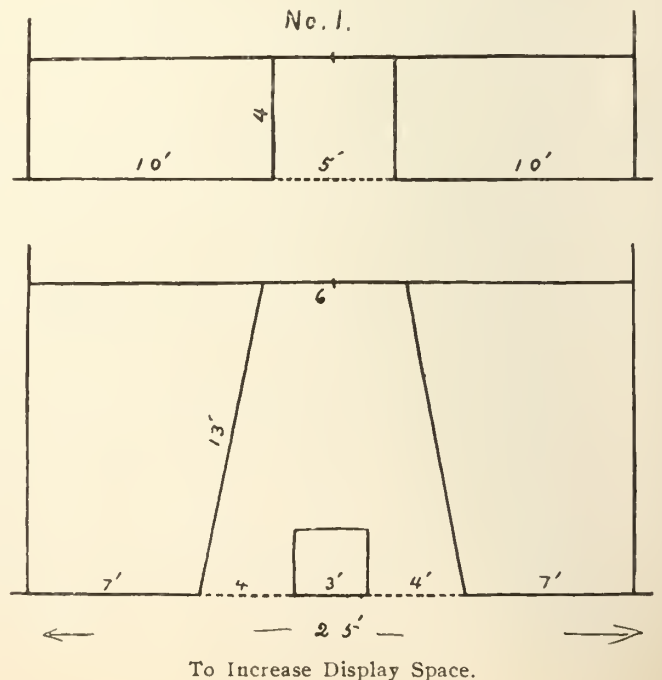
possesses an elaborate terra-cotta front, making altogether a most striking appearance. The total cost was \$12,000. With some stores it might be a question as to whether the space could be readily spared for a window of this depth. In some cases the objection could be overcome by extending the store space back. As a rule the increased efficiency of the window ob-



Perspective View.

or awning, running the whole width of the building and forming a roof over the pavement, extending out to the curb. This gave almost the effect of being inside the store. The dealer, in this case, called it the "Welcome Entrance Front." The floors of the windows were constructed of quarter-cut oak parquetry, with a Roman border design in mahogany, the border being the same as that used in the tiling of the vestibule. The lower part of the window background is mirrors and above these are mahogany panels. The ceiling was panelled in the same way and each panel furnished with a sixty-watt tungsten lamp with glass reflector, giving a brilliant illumination. It will be noted from the ground-plan that the windows have the backs built in a slanting manner, which prevents too great depth, and adds to the attractiveness of the window, besides furnishing a means of reaching any part of the window from behind without disturbing the trim. The cornice of the windows and the trim or finish of the glass sidewalk awning are in bronze copper, while the base of the windows is verdi antique marble. Prism transoms are used above the awning and provide a sufficient supply of daylight. The partition between the windows and the store are of plate glass, which allows all the available daylight to enter. The store building itself is of reinforced concrete and

tained in this way would more than make up for the loss of space inside the store. Great expense is not always a necessity in the extension of the window, as will be seen by the suggestion given in Fig. 1.





# English Impressions

Whatever opinions one may hold of England and its people, and however these may be warped by the impressions created by the specimens that drift out to the "colonies" and elsewhere, one cannot remain long in Britain without realizing that she has not reached her present position of influence and power by mere good fortune. There is something in the Englishman beyond that which one sees in the monocled tourist or even in the self-satisfied egotist one occasionally meets within the confines of the United Kingdom itself. In literature, art, finance, commerce, industrial effort, one has only to be brought in contact with a few of those prominent in these spheres of activity to realize that the Englishman is not so slow as popular imagination on this side of the water is fond of painting him.

Conservatism is admittedly the national peculiarity and failing, but to a certain extent this conservatism has its advantages. It is difficult indeed to introduce new things in England merely for the sake of novelty, in which respect they are the very antipodes of the United States, where novelty whether in entertainment or business seems to be the chief object of almost all endeavor. The Englishman sticks to the good old way with a pertinacity that doubtless is often carried too far, but on the other hand some of the untoward results of frequent change are avoided. It is significant that with all the sneering indulged in at the expense of English railway ideals and equipment, for instance, more people are killed in a day in America by railroads than in a year in England. Similar comparisons along other lines might doubtless be instituted with quite as favorable a showing on the side of slow John Bull. An interesting incident occurred recently on a liner illustrating the difference in business ideals between London and New York. A wholesale grocer in business in the latter city ventured the remark that his ideas of English business and business methods had undergone a radical change since his recent visit to London. "As I sat waiting to see the principal of a large importing house, I was handed a cigar with an apology for keeping me waiting beyond my turn, an important matter requiring the gentleman's immediate attention. I was curious enough to note what the business was and it proved to be the purchase of three cargoes of sugar, the whole transaction being consummated in less than five minutes. I presume this same kind of thing went on to a greater or less extent all day in this most insignificant looking establishment. In New York if we sold merely three car-loads, not ship-loads, of sugar to a concern we would plaster the cars with posters

advertising the fact." This affords a fairly good idea of how things are done in England. There are dingy, insignificant little offices, warehouses and factories that one would never suspect of doing more than a limited local trade, whose commerce extends to the uttermost parts of the earth. What usually strikes one the most forcibly amongst business houses in places like London, Manchester, Liverpool and Birmingham is the absence of noise and bustle in methods of production and distribution common to similar institutions on this side of the Atlantic.

As has been already stated, the national fault is conservatism. One of the most difficult things in the world is to convince an Englishman that he is wrong and the next most difficult is to get him to change his methods even when he is convinced. Taking the shoe trade as an example, it took years to prove the advantage of the modern factory system and appliances in the production of shoes. Until about a quarter of a century ago shoes were made in small shops or even houses by "teams" and shopped as made. The American factory methods were scoffed at as cheap and ineffective and machinery for lasting, welting and so forth pronounced a foe to good shoemaking. After about ten years of fighting against the inevitable, modern factories were erected and American machinery and methods installed, with the result that to-day some of the best and most complete shoe factories in the world are to be found in England. The same was adopted with regard to shoe styles. The "American Invasion" as the growth of the sale of American shoes was termed, was laughed at by shoe manufacturers and their pooh, poohs! were re-echoed by the shoe trade papers, but the "invasion" became so formidable that it could not be laughed down. Then the Englishman roused himself and introduced American styles into his factory, since when he has not only regained most of the lost ground in his own country and abroad, but is "carrying the war into Africa" and now English goods of American standards are being sold in American centres. When the Englishman is thoroughly aroused he is a formidable antagonist, whether it be on the field of battle or in the realm of commerce. What he does he does well and it will not be surprising if in other lines as in footwear the tables are not turned on his business competitors. The same story of unfortunate opposition to change and development might be told of the iron trade, the cotton trade, and some others in which British prestige once stood so high that the arrogant pride engendered shut its eyes to the possibilities of change. To-day Germany and the United States have cut into the

iron trade until it has been seriously crippled and a Lancashire man stated to the writer that even Canada was sending cottons to Manchester and underselling at its very head centre the trade in this line, a thing that could hardly be dreamed a decade or two ago.

One cannot but be impressed, however, with the remarkable change in attitude that seems to prevail amongst business men with regard to the situation. Complacency has given way to concern, and in many cases alarm. Englishmen are asking themselves, "What is the matter with us?" In London a prominent business man said to the writer, "We have thrown away our opportunities and given the foreigner a chance not only to secure our foreign trade but cripple our home industries and commerce." A Manchester man said: "We are waking up, but it will be, as it usually is, about five years too late." Said a Liverpool wholesale merchant: "We English people are getting a great shaking up and I dare say we shall come out all right in the end, but it is a pity we are so slow to move. As with the South African War, we shall 'bungle through.'"

One cannot talk to half a dozen business men without discovering that the subject of the decline of British trade and commerce is a very sore one. It seems to be the case of an old established business house with a dwindling connection which does not seem to realize that to retain its trade and go on to greater things it must adopt the measures and methods of its younger and more aggressive competitors. Germany, France, United States, Canada, all came into the game later and have had to make any gain possible from the losses of Britain who had the whole thing in her fist. To lead in the race the latter must be prepared both within and without to do some things she has hitherto thought unnecessary and perhaps undignified.

Two things that must impress the visitor to Great Britain these days is the tremendous influx of foreigners and the no less tremendous efflux of her own inhabitants to other parts of the earth. Taking London as an example, and similar conditions exist in other large centres, there has been such an increase in the foreign population as to completely transform certain parts of the city. Whitechapel is now a ghetto of such proportions that if set down in the midst of it one would hardly recognize the locality. Russian, German, Polish, and other European and Asiatic Hebrews form a New Jerusalem of such proportions as to eclipse even New York, which is so largely in the possession of the Jews. These foreigners live in a way that is not possible with the Anglo-Saxon race, dwelling in or rather infesting single rooms like vermin. In some of these not only do single families eat, sleep and carry on their occupations, but sometimes strangers besides are accommodated. The introduction of this foreign labor in spite of labor laws has caused a serious displacement of English workmen in various lines and when the market was already

full has created a demoralization not only amongst mechanics but in wholesale and retail business. Notwithstanding the alien labor regulations the immigration of undesirable population continues and is creating serious concern.

Then there is the question of the weekly drain upon the country's most valuable asset, its sturdy workingmen and their families. In one week in May last over nine thousand emigrants left Liverpool for America, Australia and South Africa. On the ship upon which the writer returned to Canada there were some twelve hundred souls who had left home and kindred to seek more enduring employment in a new land.

But what of the country that is losing in this way its best blood and replacing it with the worse than watery mixture of Eastern Europe? How long can England afford to let this thing go on? asked a saloon passenger on the occasion referred to as he pointed to the well dressed throng crowding the gangway. England is awakening to the awful consequences of building up even her colonies at the expense of her own national being and already there may be heard upon the street, in the counting-house, in the trade guilds and in parliament the beginnings of a discussion which will doubtless result in a movement having for its watchword, "Britain for Britons." Just now, as a prominent Londoner put it, it seems to be Britain for the foreigner.

## Shoe Nails

## Shoe Tacks

## Shoe Rivets

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Hungarian Nails

Channel Nails

Hob Nails

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All Kinds of Tacks and Nails for the  
Boot and Shoe Trade.

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The Montreal Rolling Mills Co.  
MONTREAL.

# Message Boy's Memos.

*"What I Would Do if I Were the Boss"*

It's no cinch these days to be a shop boy. They expect a fellow to know two or three languages, write like copperplate, talk like a book, be as polite as a Chinaman and dress like a fashion-plate at three dollars per.

My Boss says when he was a boy he was mighty glad to get one-fifty a week and had to get down at seven a.m. and work till nine p.m. He says the boys these days have too good a time and act too much as though they owned the business, and that's why so few of them get to have shops of their own. He says they are more interested in the baseball score or when they are going to get their vacation than they are in how they are to succeed in life.

He means well and when I took the place gave me some good advice, telling me of course the old chestnuts about how Whittington became Lord Mayor of London and how some of the most successful merchant princes of Canada were once boys with the knees out of their pants or rail splitters who worked for a dollar a day. I have had enough worldly wisdom thrown at me by the Boss as well as by clerks and travellers to make my fortune if I can only remember it all and coin it into money of the realm in due course.

The boy in every retail store, from what I hear from other boys, is a mark for all who are slopping over with advice, which costs less than tips, and certainly, from what I can see, most of these advisers realize it is more blessed to give than to receive.

But the message boy sees as well as hears, and if he only had the chance he could give advice quite as valuable as the carloads he receives. My Boss is a decent, well-meaning man but he has some little kinks and curls that need as much straightening as any of the peculiarities of the boy who sweeps out the store.

He may know his business and a few things besides, but like most people he has something to learn and does a few things that if they do not make the sawhorse laugh, make the shop boy wink. He has a way of rushing into the store at nine-thirty or later as though he had run half the way down. He hustles up to the desk, bawls out enquiries or instructions to the clerks from the end of the store and otherwise acts as though time was money and minutes golden. Of course it is none of my business, who am expected to be on hand at seven-thirty and have the shop swept out and ready for customers at eight, what time the Boss comes down, and I guess it is none of the clerks' business either. But I have an idea that if he got down at eight or even eight-thirty, some

things would be done and some left undone that would be better for the business. As it is, the first hour of the morning between the few customers that occasionally drop in is taken up by the help in discussing politics, the ball game, last night's dance and other matters of importance to those of us who are not detained at home with family prayers or stopped on the street by acquaintances or friends to discuss our neighbors' affairs. I have often thought if I were the Boss I would try and get down early enough to set a good example to the staff, if not to see that things were in shape for a proper start of the day's business. The other morning the Boss did happen to get in about eight-forty-five and found Thompson, the second assistant, finishing a letter to his girl at the desk and Smith, the bookkeeper, with his feet on the counter reading the daily Scorchers aloud to the rest of the staff.

The Boss gets down on an average at nine-thirty, takes two hours for lunch and quits at five-thirty, which gives him six hours a day at business, and in my humble opinion this is enough for a boss to work although he expects the staff to put in nine and a half or ten hours a day with an extra three or four hours on Saturdays. I think myself that ten hours is a long day and that more could be got out of the help in eight and just as much trade done if it was properly managed. But taking the Boss with his six hours when you count up the call of the Pastor, the time spent at the post office talking politics or municipal affairs and the hours taken up through the day by callers who talk lodge, church, politics or hobbies of one kind and another, not more than four hours a day are put in at business and it would be safe to give heavy odds that the average is nearer three. If I were the Boss I would send the message boy for the mail, have certain days for pastors, lodge and philanthropic callers and cut out a lot of the waste time and devote it to business.

The Boss talks and shouts so much to anyone and everyone about anything and everything but business that he loses enough gas to drive a whole fleet of flying machines. Of course I can't tell him that. I'd lose my job on the minute.

The Boss is a staunch church member and is on the whole decent and straightforward, but the way he treats travellers makes some of them want to swat him, and from the language I have heard from some of them I should judge the interest he takes in foreign missions is largely counteracted by the evil influence of some of his ways upon the heathen at home. The morning after lodge night, or immediately following

a severe attack of biliousness, to which he is a martyr, woe to the traveller who opens up his samples! I saw him last week keel haul one of the best men on the road and talk to him as if he were a highwayman. I heard the traveller say some things as he gathered his samples together that made me wonder if it paid to make a man like that mad.

I think if I were the Boss I would think a good deal before I treated a traveller like dirt. I think in the case of some of these men they can do a fellow a lot of harm even if he is able to pay for all the goods he wants at thirty days. Just while on this travellers question, I heard the Boss say to a traveller the other day that he was offered an extra discount by a rival salesman. I happened to know that the salesman he spoke about did not get a chance to quote him as he would not look at his line. I was dusting off the desk at the time this rival called and the Boss bawled at him from his desk, "No time to see you this morning, Johnston." I think sometimes the Boss skates pretty near the edge of the ice of truth when he is trying to make a close price on goods, and I wonder how he squares himself. He must spend a whole lot of time on his knees every night trying to make himself forget lots of the things he does in the shop. I don't see how he can do some of them, let alone forget them.

The Boss is one of those men who never fails to tell you when you do anything wrong, and while he is not as bad as some men who rave and swear when some accident or mischance occurs through the carelessness or ignorance of the staff, but he nags and says nasty, sarcastic things and the affair crops up again and again when he thinks it necessary to remind a fellow of his failings. I sometimes think if he only knew the effect upon his influence, not to speak of the staff, he would drop the habit. I have noticed clerks do some little thing for the good of the business, such as a special decoration, a neatly lettered show card, or a little business wrinkle, and all it would call forth was a grunt. I think if I were the Boss I would use a little more policy and encourage the help to take an interest in the business by giving them at least a little praise when they do well and drop the carping, nagging, rasping habit when they make a little mistake. He don't think of how many mistakes he made when he was trying to learn the business and how sore it made him to be jumped all over by his boss every time a real honest effort went wrong.

If I were the Boss I think I would make it a point to take enough interest in the customers to know their names. This does not mean that I should butt in like the Boss does when a salesman is doing his best to close a sale. I have seen him step up when a customer is being nicely brought along and almost spoil everything by his patronizing way or a manner that said as plainly as possible, "This young man does not know his business as he ought, let me show you

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

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what's what." I have seen the customer look sideways at the salesman and cornerways at the Boss and show his annoyance at his interfering spirit. Sometimes the Boss will rush up and shake hands with a customer as if he was the greatest friend he had on earth. The next time he would sit at the desk like a bump on a log and never look up to see who



was in the store. I have heard people ask for him and seen him hike out the back door as if the customer was a tax collector. Now, I think the Boss ought to be sociable and do the glad hand act as much as possible but keep his nose out of the salesman's business at the same time. He wants to remember that he is in a business that needs all the self-reliant help it can hold, and can't make money out of a salesman who never learns to close a sale himself.

If I were the Boss you would not catch me with my nose to the grindstone summer and winter. I would get away enough to see how things were done elsewhere. I would also make it a point to get enough out of my help to let them get away and get the cobwebs out of their heads for a week or two. I have an idea from what I hear that the Boss does not get as much out of his help as he might if he were more liberal along this line.

If I were the Boss I don't think I would do some of the things around the place he does. I don't think it looks nice to see the man at the head of an establishment like ours doing "chores" or doing anything around the place that others are paid to do. It makes me feel as though I was working for a thirty-cent concern when I see him sweep out his office or straighten up stock that has been disarranged by salesmen. I fancy he thinks it is a good thing to show us our duty sometimes, but I think he would get more respect and get more results from telling some of us

where to get off when he finds duties like store-sweeping, dusting, stock arranging and other things are badly done. I know I feel like giving him a swift kick in the pants when instead of roasting me he takes a duster and wipes off his desk himself. No, if I were Boss and paid people to do things I would see that they did them or fire them.

Another thing I do not like about our Boss is the habit he has of telling one of the other clerks or the bookkeeper about the faults of some other member of the staff. I heard him tell Jones the other day that he thought Williams was drinking and staying out nights too much. I thought how mad Williams would be if he knew the Boss was talking to Jones about him and how much more good might come to the fellow if the Boss would take him aside in the office or catch him after hours and tell him to his face what he thought and try and get him off the booze line. The Boss means all right and many another man would fire Williams and let it go at that, for I know the fellow is in the habit of getting his nose full at a poolroom down town every night. But I think the Boss makes a mistake when he flares up and talks at him through Jones or with the idea of helping him to do better talks over his faults with his fellow salesmen.

I will tell in my next what I would do if I was a clerk.  
SILAS.

**JAMES PRICE,**  
DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
23 and 25 Wellington Street, MONTREAL.  
Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

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**AHRENS**  
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— Manufacturers of —

**Solid Leather Shoes**

All Lines, All Sizes, from Children's  
to Men's

◊ FINE LINES OF SLIPPERS ◊

# A Talk to Subscribers

\* By R. R. SHUMAN

It is quite the fashion for a publisher to ask his subscribers to patronize the advertisers in his paper.

And this request is usually made as if it were a thing that should be done out of a sense of loyalty to the paper or a favor to its Editor.

We don't look upon it that way at all.

We don't ask our subscribers to patronize our advertisers from a sense of duty to ourselves, but are delighted that



THE OLD IDEA—ASKING FAVORS

it is our *privilege* to spread such a display of worthy goods before you.

You, the subscriber, are the man who should get the biggest benefit; for you are offered in every issue the wares of the best makers, and if you choose to do so you can save time and money *by using the market we bring to you.*

It is natural, and wise too, that you

should judge the quality and up-to-date-ness of the goods advertised by the quality and up-to-date-ness of the advertising.

It is not necessary that every advertiser should use full pages; for a quarter page ad. of low-profit goods is sometimes a bigger investment for the men who make such goods than the double-page spread of the maker of important lines.

You can put it down as a fact, though, that the manufacturer who uses



THE NEW IDEA—GRANTING FAVORS

full pages in every issue gives you bigger value for your money than the man who has so little faith in his product that he stays out altogether.

There should be no better, no surer way of judging the real character of a house and its attitude toward you than by its advertising in your own trade papers.

\*Mr. Shuman is an American who is giving up all his time to the problem of present-day advertising. Though many of his remarks are strong, he seems to be convicted of the truth. His address is 440 Wells St., Chicago, Ill.

# Trunk and Leather Goods

A Parisian fad of the present season is to have all hand-bags ornamented with a large monogram of metal. These are in gold, brass or

## Latest Ideas in Hand-Bags

other metal, to match the frame of the bag. Among the fabric bags, those of black velvet are a popular

feature. These are made to match the costume in winter, or otherwise some touch about the dress. The suede bag is similar in outline and is either decorated with monograms or beaded. The beaded reticule, suggesting the early days is popular both mounted and in the drawn-together style. The beadwork in these is almost invariably the old-style floral wreath. Among the novelties noted were a bag in black pin seal with a border in pale violet leather an eighth of an inch wide with a line of gold on each side and silk cord handles. A very stylish model was one of hand-made Japanese leather with a raised design in gold. The framework was in copper-colored gilt, the narrow black leather handles being tooled into a design of small gold leaves. Bags of a material resembling Panama fibre or raffia promise to be popular in some localities. These are of very fine material and are made in a variety of shapes. One of these had a gold-plated frame and was lined with silk moire. An inside pocket was fitted with a small purse of the same material as the bag. The latter are left fringed at the bottom. The chanticleer idea is to be seen in the red or saffron leather lines, ornamented on the flaps with roosters, etc. These are giving a slight impetus to red, and are also being produced in plain effects. Thin and flat clothes brushes enclosed in neat leather cases are said to be meeting with a good sale. These take up but little room and are fully as effective as the ordinary brush. Single brushes are also obtainable. A novelty which will doubtless create a good demand is a dainty pair of soft leather shoes or slippers that fold and carry in a leather case. Hand-bags to match the costume are said to be in demand in many localities. Some of the newest of these are of silk in delicate colorings with applique designs consisting of festoons of small flowers, etc., metallic lace and galoon being used for trimmings. In the bottom of the bag is a little round mirror, which is extremely convenient for use. A very pretty bag of this sort was of a gold color with floral design in dull blue, rose and green, the lace and galoon of a dull gold, and the lining of dull blue. The fabric idea in hand-bags is still further carried out by those made from shawls, the name

Paisley being associated with one popular line. While French fashion authorities are doubtless responsible for the impetus given Persian designs in dress fabrics—and we understand its influence will be more marked during the fall season—to America belongs the credit for its development in Paisley hand-bags. These shawls provide the characteristic Persian effects. By careful selection in the cutting, a number of excellent and well-balanced patterns can be secured for the face of the bag, and as scarcely no two are alike, each one has a distinctive value. Of course there are some of these shawls—real Oriental specimens—which the bag makers cannot use. They find them too expensive, but in many instances have bought for a moderate sum shawls that originally cost hundreds of dollars. We illustrate two of the styles which show how the goods are made up. The values of these bags vary considerably, according to quality of fabric and beauty of design, but they are offered at prices which make them salable in any high-class leather goods stock. The handles are mostly cordelieres and the frames metal, either plain or ornamental. Cotton on linen bags show many novel and up-to-date ideas. These have the additional advantage of being popular-priced. Printed cottons in old-time patterns are prominent in these, and make extremely dainty and charming bags. These vary in size, but are characterized by their cool and summery, yet smart appearance.

The recent movement in favor of improved tariff relations with European countries has called attention to the demand for various lines which Canada is in a position to supply. The following items are the result of a first-hand investigation of the trunk and bag industry in Germany: Sample cases in Germany are made largely on special order from factories and business houses having salesmen on the road. Considerably less business is done in ready-made receptacles, as they are not so ingeniously constructed as those of improved American make, and therefore not so adaptable to the requirements of different wholesale houses, even though intended for carrying the same kind of articles. The ready-made sample cases will probably average 20 or 25 per cent. less in price than the made-to-order articles, while the sales are not usually accompanied by guaranty, as in the case of those made to

## Sample Trunks and Cases in Germany

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If you cut "Split" Gloves and Mittens don't forget the  
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Largest Tanners, widest range of colors, most uniformly  
selected and always soft.

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**SHOE AND GLOVE  
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**FINE WAX SPLITS** In Calf, Kip and Sides

For Domestic and Foreign Trade

HEAD OFFICE AND TANNERY  
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EASTERN OFFICE AND WAREHOUSE  
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order. A small German sample trunk, without drawers, having one or two locks and measuring about  $1\frac{1}{2}$  feet long,  $1\frac{1}{8}$  feet wide and 1 1-3 feet high, costs about \$5.50, and one measuring  $2\frac{5}{8}$  feet long, 2 feet wide and  $2\frac{1}{2}$  feet high, about \$13. Various other sizes are made, the prices being more or less, according to dimensions. The foregoing is one of the cheap types of sample trunks sold by a well-known manufacturer, and may be briefly described as follows: The body is made of well-seasoned Canadian poplar or other wood having the qualities of lightness, toughness and adaptability to cabinet work; the inside lining consists of a texture of tough linen; the exterior covering is sailcloth, double varnished and lacquered; the frame is fastened together by iron plates and bands and brass riveted and beaded on the outside; the case is fitted with brass locks, forged and riveted hinges, and hand-sewed leather catches or straps. A trunk of this type, measuring  $2\frac{1}{2}$  feet long,  $1\frac{3}{4}$  feet wide and  $2\frac{1}{4}$  feet high, with six drawers, costs about \$18.50; a case of finer material and finish, of the same dimensions but containing eight drawers, about \$23. Sample trunks are manufactured in Germany for the following articles: Rugs and carpet samples, linoleum, wall papers, shoes and other leather goods, woollen and cotton goods, cloths and fancy goods, canes and umbrellas, hats, ornamental feathers and millinery goods, porcelain, china and glassware, typewriters, watches, jewelry and trinkets, teas and coffees, food products, etc. German hand sample cases are made for books and maps, drawings, small pictures and photographs, jewelry and trinkets, confectionery, bonbons, wines, liquors, cakes, crackers, biscuits, crayons, colors and dyes, oils, medicines, etc. Judging by the relatively small number of articles which are customarily exhibited in bags, cases and 'scopes carried by hand, it is evident that German manufacturers have given less attention to improvement and adaptability to diverse needs in this respect than in the production of sample trunks. Consideration of the fact that hand sample cases are not carried by German salesmen to the same extent as by their American brethren suggests a favorable opportunity to American manufacturers to take advantage of this condition and establish a steady trade in Germany and other foreign countries for their products. For the purpose of ascertaining the German method of marketing sample cases, personal inquiries were made among the principal dealers in leather goods and travelers' supplies in Erfurt. No sample cases were found in stock; a few dealers were prepared to sell them from catalogue; and others, who manufacture in connection with their retail business, were prepared to execute orders for certain kinds of sample cases only, involving delay and greater expense than if they were made in large quantities from patterns designed to suit the ordinary requirements of various lines of goods. The manufacturers making a specialty of sample cases conduct most of their business direct with the wholesale firms having salesmen

on the road. The American hand sample case, especially, should find a ready market in Germany. Advertising in the trade journals which reach the firms selling by sample will materially aid in acquainting the trade with the merit of the sample cases. (A list of European trade journals is on file in the Bureau of Manufactures.) In view, however, of the difficulty of learning by correspondence the conditions and customs of the German trade, and of meeting the strong domestic competition, it is advisable that the highest type of representatives and salesmen be selected to visit the large establishments which employ salesmen carrying samples. In this way can be ascertained their needs, peculiar requirements, method of ordering, and the custom as to deliveries, payments and credit. Without this preliminary canvass it is hardly likely that the American manufacturers will have in hand all the data and information necessary for in-



Some of the new Shawl Bag Designs.

telligent cultivation and successful handling of the trade. While railroad fares are cheaper in Germany than in the United States, there is a substantial charge made for trunks carried on the same train taken by the passenger. This charge is regulated by the number of trunks, weight, and distance transported. For example, a trunk weighing 100 pounds will cost 50 cents for a distance of 124 miles. Therefore the expense of having salesmen on the road can be materially reduced by substituting hand sample cases for trunks wherever possible, as the former can be carried into the passenger coupe or compartment like any other piece of hand luggage, thus saving the heavy baggage car charges. The more general adherence to sample trunks in Germany provides a favorable opportunity for American manufacturers to carry on a campaign of education here that should result in large orders for their specialties in hand-carried sample cases and 'scopes. The American manufacturers should take advantage of the great markets and commercial expositions held in Germany every year to exhibit their goods. The most famous and diversified of these is the Messe or fair in Leipzig before Easter and again in the fall.

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**Trade Outlook**

Contrary to the prognostications of some and to the expectations of others, the market weakened rather than strengthened during the month. Fine upriver Para dropped to \$2.25 with other grades in proportion. This is, however, a very high price when compared with only a few months ago. This is the quiet season, and the receipts are not very heavy. It is rumored that considerable quantities of rubber are being held by English capitalists in the hope of forcing prices up, and it is anticipated that the month of August will witness a very material advance in all grades of rubber. This is merely conjectural, and it may possibly be that still further declines may be experienced. It is this uncertainty that makes the situation very unsatisfactory. With a decline of twenty-five cents in July, there is no reasonable explanation advanced why there should be such a reversal of conditions during August and that there should not be an easier rather than a stronger tone developed. However, with the ever-increasing demand for rubber for manufacturing purposes, the

**Market Conditions**

era of cheap rubber may safely be regarded as a thing of the past.

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## THE SYNTHESIS OF CAOUTCHOUC

As a result of the announcement by Prof. Harries of the synthesis of caoutchouc from isoprene, it has been rumored in Germany that the Elberfeld Farben Fabriken, the successors of Bayer & Co., in whose laboratories the same result had been obtained, had already commenced the manufacture of synthetic caoutchouc on a commercial scale. This is not true. At a general meeting of the stockholders of the company in April, 1910, the directors announced the successful synthesis of caoutchouc in the laboratories of the company, but admitted that the manufacture is not for the present commercially possible. On this occasion it was remarked that more than fifteen years elapsed between the first synthesis of indigo, which was effected by Prof. Bayer in 1880, and the beginning of the commercial manufacture of indigo by the Badische Anilin- und Sodafabrik in 1896.

The commercial synthesis of rubber will be immensely beneficial to the country in which it is first accomplished. The India-rubber industry is of comparatively recent growth, and first attained important proportions after the discovery of the process of vulcanization by Goodyear in 1839. Within the last half century the world's annual consumption of India rubber has been multiplied more than one hundredfold. It is now estimated at more than 70,000 tons, worth at normal prices about \$130,000,000, and at the present inflated prices more than \$250,000,000. These figures show that the commercial synthesis of caoutchouc would be far more important than that of indigo, the annual consumption of which does not exceed in value \$20,000,000. It should be borne in mind, however, that the current market price of India rubber has been greatly increased by the disproportion between supply and demand, and that the price of natural rubber would be greatly reduced by the accomplishment of commercial synthesis. This result has taken place in the case of indigo, and particularly in that of camphor. It is very likely also that the methods by which natural rubber is obtained can be greatly improved. Although the India rubber of commerce is derived from a number of species of trees, it is almost certain that the great differences between specimens coming from different countries are due chiefly to differences in the methods of collection and coagulation, some of

which are very primitive. When the coagulation of the sap has been rationally studied and reduced to practice, it is almost certain that both the quantity and the quality of the product will be greatly improved and that the inferior grades will disappear from the market.—Scientific American.

### GUAYULE RUBBER

At the present time, when there is so much discussion as to the supply of rubber, rumors of its scarcity, and the unprecedented frenzy for rubber stocks in England, it may be of interest to turn our eyes to one source of rubber which, though known but little to the general public, bears considerable importance in the rubber world. The production of the so-called Guayule rubber—pronounced "wyulee"—is a young industry, and only within the past five years or so has it reached proportions such as make it worth consideration as a factor in the rubber market. But the fact that about one-seventh of the total rubber imported into the United States is Guayule bespeaks the interest of rubber men.

Some years ago a botanist, travelling in Mexico, observed the natives chewing pieces of a desert plant. After mastication, a small ball of rubber was left in the mouth, and when enough of these were on hand, it was kneaded into the form of a large ball, with which the peones played handball, a game of which they are very fond, and in which they develop considerable proficiency.

Investigation proved that this plant—the Guayule shrub—possessed, in place of the usual waterproof coat characteristic of desert plants, a layer of cells inside the bark, each of which contained a globule of true rubber. The plant, it was found, existed in sufficient quantities to warrant attempts at its development on a commercial scale, and to that end investigations and experiments were made, with the result that at the present day the output of rubber from that source is certainly worth looking at.

Of course, from the condition in which the rubber is found, considerable difficulty was encountered in producing a rubber that would compete with tree rubbers. The latter being originally in a liquid form, and solidifying afterwards, would naturally be free from fibre, and at the same time be in a more cohesive and stronger mass. But with careful and patient investigation, producers have reached a stage where, though not entirely eliminated, the fibre reaches a minimum, and while the rubber shipped cannot be as yet substituted for the highest grades of tree rubber, the figure at which it can be made and marketed gives it considerable advantage over other more expensive brands, and creates a great demand for it, particularly as a diluent for other rubbers.

The shrub itself is a typical desert plant, with practically no foliage. It grows, at the age of about four years—about the best shrub for milling—to the neighborhood of two feet. There are two chief varie-

ties of shrub. One class has a main stem about eight inches or more long, frequently an inch and a half in diameter. From the top, branches shoot out, giving the form of a ball on a pedestal. In the other variety several thinner stems leave the ground from a common root. The shrub possesses a characteristic odor, rather fragrant, which once smelt, can never be mistaken. There are, of course, many shrubs in appearance similar to the Guayule shrub, but, though they all contain more or less rubber, it is not found to such an extent as in the Guayule.

The shrub has been found chiefly indigenous to the north central dry regions of Mexico. It is also found to quite an extent in Texas. The result of the fact that it was found so widely scattered has been the erection of mills at many points in Mexico. For the most part, they are small, and their output of rubber is, individually, of little account. Among the chief producers may be mentioned the Mexican Crude Rubber Co., the Maderos Company with four small mills at widely separated points, and the Continental Mexican Rubber Co. The last mentioned company, with its factory at Torreon, Coah., is by far the largest producer, shipping more rubber than the combined outputs of the other plants, approximating 1,400,000 pounds or more a month. Its methods are probably the most advanced, so this discussion of Guayule rubber will be based on that plant. The fact that the industry is still to quite an extent in the experimental stage, in so far as improvement of methods goes, and that each company has ideas of its own, will preclude the discussion of factory and milling conditions in this paper.

In the case where the companies do not own or lease ranches bearing Guayule, contracts are made with the owners, on the basis of tonnage, estimates being made by both company and owner. And as some of the so-called "ranches," or "haciendas," cover from 1,000,000 to 2,000,000 acres, and contain considerable Guayule, the income from what was formerly considered worthless, amounts to a fortune.

The shrub is picked by hand, native labor in Mexico, and particularly on haciendas, being extraordinarily cheap. It is packed in bales of from 100 to 200 kilos, i.e., from 200 to 400 pounds each. In most cases it goes on carts or burros to the nearest railroad, where it is shipped to the plant. One of the most interesting sights is the unloading of a car. "Cargadores," as they are called, carry the bales on their backs, from the cars to the "bodegas" or storehouses. The sight of one of these men, sometimes insignificant-looking fellows, trotting along with a 400-lb. bale on his back revolutionizes one's idea of the capabilities of Mexican peones. One man will unload a car a day, and considers himself well paid if he gets from \$1 to \$2 gold for doing it. Of course, they are stronger than the average peon, but the load any Mexican can carry on his back is surprising.

The bales are stored till the mill is ready to re-

ceive them, when they are carted over to the crushers and opened. The shrub goes through tight roll-crushers, and comes out below in a comparatively finely divided state. It is put in bags, and after weighing, goes into the "pebble-mills." These are large iron drums, lined with a specially hard brick. Pebbles of about three inches in diameter are put in, and water is run in. When the shrub enters, the mill is closed and rotated. The action of the pebbles grinding up the shrub with the water separates most of the wood from the rubber and causes the latter to form small worms. When you have about one hundred and fifty mills rotating, all containing these pebbles, you have an ideal place in which to talk to an insurance man.

After the necessary time of milling, the mills are emptied, and the contents go to settling or skimming tanks. The rubber, with considerable wood, floats, while the heavier wood fibre, called "bagasse," sinks. The latter is subjected to further treatment. The former goes through rotary screens to separate the water, and is put in clean water. It is finally put in

and experiments are being made, not only by the Continental Mexican Rubber Co., but by other companies, and with the discovery of new areas of Guayule shrub, and the development of its culture, we can look for a rubber which can be used not only in admixture with other rubbers, but to substitute them. For Guayule rubber is not a rubber substitute, but a true rubber, so far as its constitution is concerned. With cheap labor, and plenty of it available, the picking, packing, and manufacture can be put at a figure which makes the rubber a formidable competitor in the market, and at the same time removes many of the complicated factory methods necessary in the north.

A word about Mexico, and particularly the Torreon district, may be of interest here. The writer does not profess to know Mexico, but can give an idea of how a Canadian conception of Mexico is jolted on arrival here. The average northerner thinks of Mexico as a small country, absolutely uncivilized, where some one waits at every corner with a knife. So far as Torreon is concerned—a city of about 30,000



the beater-washers. These are tanks of iron, in which the rubber is floated around through rolls which tear it up and free most of the wood-fibre, which sinks. The rubber, leaving the beater-washers, goes to storage tanks, where it is kept until ready to be washed.

This rubber, called "Circle Brand," constitutes the greatest part of the output of the company. Before shipping, it is washed and sheeted in rolls on which streams of water are run, to remove more fibre and dirt, after which it is packed in bags and pressed by the simple process of jumping on it. It is shipped in a comparatively wet state, and, as it contains a small amount of fibre, it is subjected to further treatment on reaching New York.

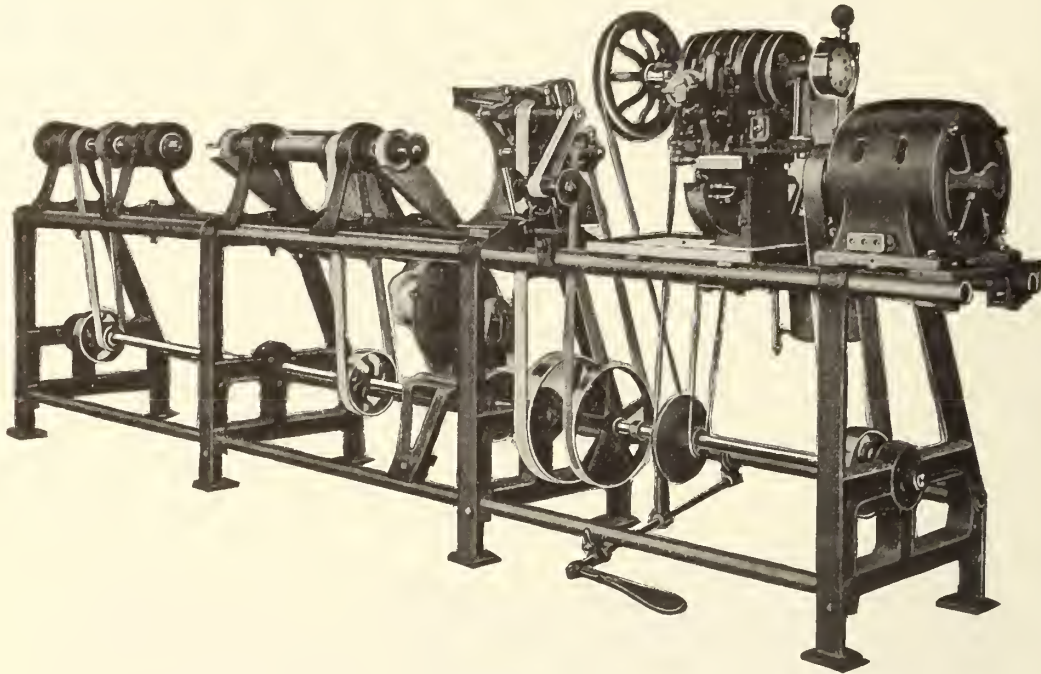
From the bagasse and heavier parts, other varieties are produced by boiling and the use of chemicals. Of these "Star" and "Hexagon" are shipped wet, while "Torreon" and "Triangle" are dried at the factory and boxed. The former is considered the highest grade of rubber produced, and approaches most closely the best varieties of tree rubber.

The highest point in the development of Guayule rubber has not been reached yet, and improvements

—it is quite Americanized. The only guns seen are on the policemen, while the natives are, as a rule, good-natured and, though poor, happy. Conditions on the haciendas, where the owner's word is law, are, of course, different. The poorer classes are absolutely illiterate, and it is generally conceded that there are but two classes in Mexico—the very rich, and the very poor. When one considers that the property of one man may cover several million acres, this state of affairs is easily imaginable.

Torreon is situated in the Laguna or Lake District, so called from the fact that it was formerly a lake bed. The soil is as fertile as any in the world, and if there were water, anything could be grown. All the crops at present are produced by the limited irrigation that exists, and when, in the next decade or less, there is more water available, the district will be extremely rich. As it is, conservative estimates set the cotton crop, which will be ripe soon, in the district near Torreon at from \$40,000,000 to \$50,000,000 Mexican (or \$20,000,000 to \$25,000,000 gold). The cotton crop from one ranch will net the owner or lessee a fortune in one year.

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# Leather and Findings

The hide market has continued without feature during the month. Prices have weakened slightly, but not sufficiently to make any very material difference to the volume of trade. The receipts are small, but the quality good. The tanners are not inclined to anticipate future needs, and are only buying in a hand-to-mouth fashion. There is an uncertainty about the market which keeps it very quiet. These conditions are not expected to be changed for some weeks to come, but there are those who believe that hides will be considerably higher before many moons.

## Hide Conditions

Although in a few lines a little easement in prices has taken place during the month, yet leather has been selling well at firm prices. The reason assigned for the slight increase is the condition of the hide market which has failed to regain its former strength. Sole leather in both oak and hemlock tannages is meeting with steady call. Patents and colored leathers have not yet lost their popularity, the consequence being that increased sales are constantly reported. Fancy leathers are unchanged in price and are meeting with the usual demand. Tanners generally report business good.

## Leather

There are just two points in the manipulation of limes which might be mentioned: First, when drawing the goods care should be taken that they lie perfectly flat, i.e., without creases. If the goods are "buckled" in this condition, the effect cannot be entirely removed in the after processes, and it is impossible to get a flat bend in rolling. Secondly, the goods should not, at any time during the liming process, be exposed to the air for long, especially after they have been unhaired. Failure to observe this results in wind or lime blast, caused by the carbonation of the lime on the grain of the

## Two Points Worth Noting

hides. This becomes decomposed in the early tan liquors, forming patches of dark calcium tannate.

## NEW PROCESS OF TANNING

By M. Morin.

The object of this invention is a process of tanning, based upon the combined use of ordinary tanning materials, such as sumac, quebracho, gallic acid, oak bark, etc., or other materials, and then formaldehyde. The new process gives pliable and very resisting leather of excellent quality in all respects, without any considerable expense.

It has already been proposed to employ formaldehyde for tanning, but its exclusive use makes the skin hard and stiff owing to adhesion and tightening up of the fibres. The leather, it is true, can be softened mechanically, but it will not afterwards lend itself to embossing or graining, and is useless, for example, to make morocco.

This new invention is based upon the following theory: To obtain a pliable leather the cells of the skin must not be allowed to close up nor the fibres to adhere. This can be attained by introducing into the cells or between the fibres, a liquid or dissolved substance, which on drying the skin leaves a residue between the fibres which prevents them adhering together and preserves their elasticity and freedom. This explains why formaldehyde, which leaves no residue upon evaporation when employed alone, does not give pliancy to the skin.

In the new process, dissolved solid substances are suitably combined, e.g., the ordinary tanning materials or other appropriate ones, with formaldehyde to obtain imputrescibility and facilitate penetration of these substances into the skin.

Experience has demonstrated that with a very small quantity of formaldehyde, e.g., 1 per cent. of the weight of water, three times less tanning materials are



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required than in the ordinary methods, and the results obtained are excellent.

The importance of this process, from an economic point of view, is considerable, owing to the high price of tanning materials, both vegetable and mineral, and also because of the small amount of formaldehyde required. Moreover, the skin acquires a greater resistance to water than by ordinary tanning. The reduction in the amount of tanning materials also causes a decrease in the natural color of the skin and thereby facilitates dyeing, especially when light shades are to be produced.

By the combined action of tanning materials and formaldehyde the latter has a particularly advantageous effect in facilitating the penetration of the solid substances in solution, no doubt because it swells the skin and opens the cells. This would explain why the skin becomes very pliable, although the quantity of solid substances in solution is relatively slight.

To produce perfectly white skins, for example, "white leather," other substances than those used for tanning can be utilized to keep the fibres free and ensure pliancy; these substances consisting of a "nourish" or fat liquor, more or less similar to those commonly employed in tanning.

Tanning, for example, can be done with formaldehyde alone and simultaneous addition of a cold "nourish" made, for a skin weighing about 3 lbs., of  $\frac{1}{2}$  oz. of vaseline oil or neatsfoot oil, and  $\frac{1}{2}$  oz. of white soap, mixed together in about 3 quarts of water; about 1 oz. (by measure) of formaldehyde are used, or about 1 per cent. on the weight of the water. Thanks to the presence of formaldehyde, which facilitates emulsion of the oil and enables it to sink into the skin, the "nourish" need not be heated as is generally necessary in tanning. The skins obtained by this new process are very white, very pliable and soft, and much more water-resisting than tawed skins. Moreover, the tannage is not washed out when treated with water, and the goods can easily be dyed. The water, "nourish," and formaldehyde are drummed into the skins in a tumbler which is occasionally turned.

Tanning is complete in two or three days. When removed from the tumbler the skins are hung up to dry and they are afterwards scoured if necessary.

Though the process can be worked either hot or cold, the latter is preferable. — Shoe and Leather Reporter.

## PETROLEUM OILS IN LEATHER MANUFACTURE

By Rowland A. Earp, B.Sc.

Since the discovery of petroleum in the last century, there has been an almost uninterrupted increase in the extent and variety of its applications. At first looked upon with some suspicion, it has now become recognized as one of nature's most useful productions. Primarily it finds use as an illuminant, a lubricant, and a fuel; whilst there are many applications of minor importance to which petroleum is put.

As regards leather manufacture, the amount of petroleum involved is at present quite of secondary importance. Petroleum can scarcely be said to be in very great favor with tanners: with reason too, for instead of being produced in a form suitable for leather manufacture, and sold on its own merits, much of the petroleum used by tanners has consisted as an adulterant of cod, or some other oil. Consequently tanners, in many cases, associate petroleum with a bad sample of oil, and thus have but a poor opinion of its merits.

There is not much doubt but that petroleum, as produced by the refiners, has a very limited use in leather manufacture. Indeed, the fact that tanners still prefer to buy cod or linseed oil or tallow, rather than mineral oils at half the price, fully shows this. The present article, therefore, deals with the question whether it is possible to produce tanners' oils from petroleum suitable for the many processes where oil is used.

Let us first compare the properties of petroleum with an oil such as cod oil, which for generations has proved its entire suitability for the trade. As a sample of petroleum, we will take a de-bloomed oil of about the same density and body as cod oil. The two oils are very similar in outward appearance, yet one is suitable for leather manufacture and the other is not. Why is this so?

No doubt tanners will be able to answer this question for themselves to a great extent. In the first place the mineral oil will not "take" in the same manner that the cod will. Again, chamois leather manufacturers would find it impossible to make their leather from the mineral sample.

These two comparisons really indicate the vital differences between the two oils. Cod oil penetrates far more quickly and completely than mineral oil. Not only so; but once cod oil has penetrated it will

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remain in a firmer state of combination with the leather fibre. Again, cod oil is capable of actually tanning raw hide, whilst mineral oil has no tanning properties. But although these differences are very apparent, the cause of the difference may not be so easy to fathom, so before entering upon methods for dealing with petroleum so as to produce an oil of combining or tanning power, I will first indicate what I consider to be the reasons of the incapacity of mineral oil.

Cod oil belongs to that class of bodies known as fixed oils. Fixed, because they cannot be distilled without decomposition. Mineral oils distil without suffering any change. Cod oil also consists chiefly of saponifiable fats: that is, fats which first emulsify and then dissolve up, on boiling them with a solution of alkali such as soda or potash. Mineral oil has no such power to combine, and upon boiling with alkali, it remains upon the surface of the liquid, totally unacted upon; it consists entirely of unsaponifiable matter.

But this difference, which is the most important from some points of view, may not make very clear the reason why the two oils should have such different leather-producing properties. The clue is to be found in following the difference in behavior of the two oils when taken internally.

As a food, mineral oil passes through the system nearly unchanged; whereas cod oil is nearly all assimilated.

Now the nature of the mechanism of the assimilation of food is fairly well understood. There are three main classes of foods, namely fats, carbohydrates, and albuminoids, and they all have their own peculiar method of being assimilated. Carbohydrates and albuminoids we have nothing to do with, so we will follow the fats through their process of assimilation, which is the simplest of the three.

Fats, in their progress through the alimentary canal into the system, are not required to become chemically changed before they can be absorbed. It is only necessary that they should be emulsified, that is to say, broken up into particles of an extremely minute size. Once emulsified, the fats are in a condition to be taken up by the living cells of the intestinal wall and conveyed into the system. No chemical change is involved, for the nature of edible fats is the same as that of the fatty tissues of the body; but to get there they have to be packed in very tiny parcels.

In order to aid the emulsification of the fats, the digestive organs in a healthy individual provide a slightly alkaline fluid, which is capable of emulsifying any edible fat. But where the digestion is weak this fluid is wanting, and most fats pass through the system unchanged. In such cases medical men prescribe for their patients those fats which are most readily emulsifiable, or in other words, those which are most digestible. Cod oil is the most digestible, as it is the

most emulsifiable of the edible fats, and hence this oil has a large use as a food for invalids. It is also a common practice to emulsify this oil by shaking up with a trace of alkali, in order to make it still more easily digested. Milk is an example of an oil naturally emulsified previous to being taken as a food.

It is worthy of note that cod oil, which is the most suitable leather oil, is also the most digestible oil known. The unique position of this oil is, in both instances, attributable mainly to its readiness to emulsify.

Turning now to mineral oil, this is not at all emulsifiable. Whereas with the slightest trace of alkali, cod oil at once forms an emulsion, it is quite impossible to emulsify mineral oil at all. This is the main difference in properties which determines their relative suitability for leather. Cod oil is capable of becoming atomized, and in this state of penetrating into each individual of the numberless cells which constitute leather fibre, just in the same manner that it penetrates into the cellular lining of the alimentary canal. Mineral oil, on the other hand, cannot do this. It soaks into leather, certainly, but remains there as an interfibrillary uncombined constituent of the leather, instead of participating in the structure of each minute leather cell, as does cod oil. For heavy sole leather it is almost useless. For light leathers, where interfibrillary lubrication is desirable, its inutility is not so pronounced.

Take now the second main difference in characteristics between cod oil and mineral oil. Cod oil can tan leather by itself, whereas mineral oil cannot. What is the reason of this?

Here again I think that the cause is to be found mainly, if not entirely, in the power possessed by cod oil of becoming atomized or emulsified. Perhaps also the fact that cod oil largely consists of fatty acids, or glycerides of fatty acids, enables some slight chemical union to take place between hide-substance and the oil; just as there may be a slight chemical action between tannic acids, and glucosides of tannic acids, and hide-substance in the ordinary process of tanning with vegetable tannins. Perhaps also there may be something in oil tannages similar in nature to the well-known aldehyde tannages. Whatever theory is adopted, the difference in tanning power between cod oil and mineral oil is accounted for. Mineral oil cannot be emulsified, it contains no fatty acids nor glycerides, and it contains no aldehyde.

The question remains as to whether mineral oil is capable of being converted by practical methods into an oil suitable for leather manufacture. To be of use, it must be brought into a physical state comparable with that of cod oil, or more precisely, the same physical reactions must take place between hide or leather and the oil that take place in the case of cod oil. Namely, the oil must be intimately assimilable, and it must have tanning properties. These two

properties are, I think, synonymous, though it is not necessary to consider them so for the purposes of this article.

Consider first the production of an oil suitable for tanned leather. In dealing with emulsification I have so far confined my remarks to emulsification with water. In wet leather we have not only water, but a solution of tannin in water. Why I mention tanned leather first is because the first successful treatment of mineral oil that I am acquainted with was based upon a method of rendering it emulsifiable with tannin solutions. It was hoped that such an oil would penetrate and become assimilated as completely as cod oil, or any other oil, for the reason that tanned leather was thoroughly impermeated with tannin solution, and atomization would consequently follow. Experience has fully justified this anticipation, and this oil seems to be quite as suitable as cod oil for tanned leather. It has, moreover, advantages of another nature over cod oil.

This oil is manufactured by dissolving in mineral oil some of the insoluble-in-water vegetable tannins. The resulting oil is emulsifiable in greater or less degree, or may be made entirely soluble in a solution of tannin, according to the amount of material dissolved in it, and according to the strength of tannin solution it is mixed with. The fact that these insoluble-in-water tannins have a very high combining power for leather makes a very heavily tanned leather possible by means of them, when brought into contact with the leather in this form.

To make a mineral oil that will emulsify with water is a more difficult matter, and I am not prepared to make known the process, having spent a great deal of time and trouble over it. But it is interesting to note that this emulsifiable mineral oil acts as a tannin upon untanned hide, and there seems to be no reason to doubt but that it will not only supersede cod oil in its application in the finishing and currying of tanned leather, but also in the manufacture of oil tannages.

The antagonism with which petroleum was met when first it was brought upon the market as a lubricant, and illuminant, is now a matter of history. At the present time, practically all the oil used for these purposes is petroleum. But notwithstanding this enormous use the supply of saponifiable oils, which, before the advent of petroleum, had to satisfy all demands, is scarcely sufficient for the industries of soap-making and others, where, so far, it has been found impossible to utilize petroleum. All saponifiable oils, including cod oil, are consequently hardened, and will probably still further advance in price.

It is therefore to be hoped that petroleum will extend its application to our industry, and so relieve leather manufacturers of the burden of buying an oil which is kept up in value by the great demand for it in other branches of manufacture.

## THE SMALL BUSINESS

A writer in American Shoemaking says:

The means employed for the successful conduct of large businesses it would seem entirely logical, would be beneficial if applied to the affairs of businesses of less proportion. That is to say it would be wise for Jones & Co., whose business is small and loosely conducted, to very carefully consider the methods employed by Smith & Co., whose trade is very large, and apply those methods to their business, to stimulate and improve it, and increase their profits.

But the carefully planned and practically executed system of the large business houses is a thing often unknown to the small firms in the same line. This is certainly to the detriment of the small merchant. It undoubtedly, to a very great extent, is what impedes his progress.

The greatest firms in existence have become great through results derived from the minutest detailed knowledge of their business. Everything is figured to the fraction of quantity and cost, and the results are carefully compiled and made into a statistical record, combining all information needed and ready for reference at any time.

Smaller merchants will contend they do not need such records; that they have not the time to compile the information and keep the records; and cannot afford to do so. But this is assuredly an unwise and narrow view. If such record is of value, if a fraction of a cent is a matter of interest to the merchant prince, how much more of interest and value should the same things be to the small merchant? Disregard of just such things which means conducting business mainly on a guesswork plan, confines business to small proportion and limited profits. It is not necessary for small firms to expend as much for statistical work as large concerns do, yet I believe one firm can afford as much as another for the maintenance of such records as are demonstrated to be of actual worth. But the smaller manufacturer can compile, at small cost, much information of value to him, the means of doing which I will endeavor to point out in this article.

I regard a card record preferable to any other kind as it is more compact and easier to handle in every way. The cards may be of any size, but preferably plain ruled, without headings of any kind. They may be hand-written or typewritten as desired, and should be filed alphabetically. In addition to other office records these statistical records are necessary:

General specifications indicating kinds, grades and prices of material to be used in the different grades of shoes, filling out a card for each item separately, upper leather, linings, etc. Quantities of each material required for the various items of use.

Separate cards for each material showing kind, size, grade and price.

All data for the pay-roll, name, address, factory number, lists of price and week prices for labor in each department, etc.

Records of lasts, patterns, machinery and test work.

There are many other things which might be included and the work could be carried out to a minuteness of detail, but the divisions outlined above will give a very comprehensive record which may be compiled with little effort.

Be sure to make a record of everything it is necessary to figure which it is known will be useful in future, and to get out the particular card and make every change, addition or deduction regularly. Information accumulates without special effort on your part and at a surprising rate.

It is hardly necessary to exhibit forms or to explain how the various cards should be made up as each person can carry them out to suit himself. The main point is to have the record, not how it is made up. The records should include every item necessary to the figuring of costs, and every time an estimate of cost is to be figured.

Passing over the items in order we come to the machinery record. This should be kept as close an account of as any other matter. The royalty books, of course, are somewhat of a record of machines used on a royalty basis. But there are many other machines on a rental basis or bought outright and where a record is not kept of these there is continued running about for information regarding them. Some of the smaller machines get lost, there are accumulations of machines out of repair and not in use, and these things as well as others, occasion considerable loss.

By all means a machinery record should be kept. The cards for this should be in the shape of printed forms and the record is best kept by departments, that is, showing the machines located in each department, whether they are in or out of service, and disposition made of them. The cards should show description or name of machine, number, from whom purchased, price, basis of installation, and any other necessary information.

Periodical tests of the actual use of all materials, especially findings, and records of these tests is work of utmost importance.

It is not enough in figuring shoe cost to average and use one general figure for fitting, bottom or finishing findings. The test work will show a difference in cost of fitting button and lace shoes, or bottom findings in women's and misses', or that some finishes cost more than others. It is necessary to know what these differences are for anything like accurate figuring.

Several tests at a time should be made with each item for purpose of comparison and the work should be closely watched to be sure the results can be depended upon.

There can be no question of the fact that this work will pay for its cost of maintenance. If separate accounts are kept of supplies issued from the store-room and the actual usage entered against the quan-

ties estimated, losses from improper use of materials, and losses on account of waste are shown up before they have accumulated, thereby frequently resulting in savings which otherwise would not be accomplished.

With this plan in effect operators, too, are more careful in their use of all supplies, for the record will show whether they are wasteful or not. And, though the records check closely and no appreciable difference is shown one way or the other, it is of great value to know your work and your figures are accurate.

All the above, used in conjunction with personal investigation throughout the factory, will give good results and supply very useful and valuable information.

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### CLEANLINESS OF FIRST IMPORTANCE IN THE FACTORY

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More attention is being given to the matter of cleanliness about the factory. Experience has shown that the more sanitary the surroundings of the workmen, the better the class of work turned out, for the health of the artisan has much to do with his handicraft. In dealing editorially with the subject American Shoemaking says:

"Cleanliness about the factory adds to the value of the factory, and also to the length of life of persons who are employed therein. If some painstaking statistician would figure the value of cleanliness in

# CANADIAN NATIONAL EXHIBITION TORONTO

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industrial life, he would show that cleanliness is one of the greatest profit saving factors, and he would convince the twentieth century that cleanliness is certainly next to Godliness.

"Taking up first the matter of personal cleanliness, it may be pointed out that the largest and most successful firms in the shoe trade are waging great war upon uncleanness. Neat appearance is a first rule among manufacturers and salesmen, and it has been made an important rule in one of the most successful shoe factories in the country. Several manufacturers in the shoe trade insist upon cleanliness in speech. They forbid profanity and indecent remarks in their work rooms. In fact, the employment agents of large industrial concerns now often 'size up' an applicant for work by the clothes that he wears and the words that he uses when he applies for a position.

"Individual sanitary lockers are now used in modern shoe factories, and shower and tub baths, too. The state laws have fixed standards for the sanitation and ventilation of factories. Some progressive manufacturers have found it advantageous to provide even better sanitation and ventilation than the laws require. They believe that the clean, healthy workman is the best workman, and they endeavor to encourage each employe to maintain high standards of cleanliness and health.

"The popular campaign against tuberculosis has caused manufacturers to be very particular about cleanliness in their shops. In large, modern factories, squads of men are employed to keep the floors, benches and walls clean. Spitting upon factory floors is positively forbidden in many states. Some shoe manufacturers have their floors washed occasionally with disinfectant, which destroys disease germs in cracks and corners. It is better to spend a dollar or two on a bottle of disinfectant than it is to have a good man give up work because his lungs are weak.

"Smoking is forbidden in many factories by the insurance underwriters. In a few shops chewing tobacco is also forbidden, and in these shops there are no spittoons upon the floor.

"In the clean factory there are no unsightly piles of rubbish in the corners or under benches, and no broken wood rubbish boxes, but neat, metal barrels. Such things depreciate the value of property and they are also common causes of fire.

"Other causes of fires in factories are rubbish near steam pipes, defective steam pipes, defective electric wires, sawdust on floors, sawdust in spittoons, rubbish in the elevator well, swinging gas jets, combustible fluids exposed on benches or floors, and cotton waste thrown carelessly about.

"In a clean, well kept factory such conditions as these would not exist. Consequently, there is less liability of such a factory burning down and of its employes being thrown out of work perhaps for all time, as far as that factory is concerned, for burned factories are often not rebuilt.

"Another point in cleanliness is keeping the outside of the factory in a neat and orderly condition. Modern manufacturers are now planting grass, and even gardens, about their factories. They are oiling roads too. It pays to keep the surroundings of a factory neat and orderly. A workman who looks out upon a dump thinks of rubbish. A man who looks out upon green grass and flowers and the blue sky overhead, thinks of bright things of life, and turns to his work again with new energy and hope.

"The laying of dust is also an important point, especially about a shoe factory. Dust blows into windows and clogs machinery, and if it settles onto fine shoes, it harms them. One manufacturer has found it cheaper to make colored shoes in the country, where his factory is surrounded by grass, than in a city, because he has escaped the dust nuisance, and he does not have to cover his shoes as he used to do in the city.

"It is possible that some manufacturers will find it advantageous to screen their windows to keep out the flies and other insects. Protection against rats is another matter of importance to manufacturers. An open sky-light or window may admit a rocket from a celebration, a stub of a match or cigar, and cause a fire. Rats and matches have caused more than one factory fire. Besides, rats eat matches and spread disease.

"It is probable that if a national board of health is ever established that it will show manufacturers that cleanliness is even a more important element in industrial life than these few paragraphs show."

The fad for restriction and petty annoyance in various industries seems to continue in many localities. This crops out in many forms.

**Billboard** Sometimes it is interference with  
**Restriction** the quality of ice cream, with the size of the baker's loaf or with how

people shall spend their Sundays, but everywhere the idea is the same. A censorship of the theatre and even of the press have been suggested. Occasionally common sense is allowed to prevail with a freedom which is refreshing. There are always two extremes to go to: that of too great restriction and that of too little. Either of these would be equally undesirable. No one could object to an ordinance to prevent the use of the moon as an advertising medium, or to forbid the construction of an electrical rainbow over Niagara Falls for an advertising display, but within reasonable bounds, why attempt to impose a needless handicap upon business enterprise? The merchant is a useful member of society and gets little, in the way of advertising at any rate, that he does not pay for. If he buys advertising of the farmer and pays for it, why should he not be as much entitled to use it as in the pages of the daily paper? The anti-billboard adherents and enthusiasts will find no humor lurking in the decision handed down by the Supreme Court

of Colorado, some months ago, making a clean sweep of Denver's ordinance governing the size, material and location of outdoor advertising signs. This particular decision went so far as to give the outdoor advertising people even more than they asked for. The Curran Company, who control the outdoor advertising boards in Denver and other Colorado towns, had objected to the Denver ordinance, on the ground that it limited the size of the boards so that a poster of uniform size could not be displayed thereon. The ground upon which the court bases its decision is that "the owner of property has the right to put it to any use he desires, provided in so doing he does not imperil or threaten harm to others." Accordingly, billboards may now be erected in Denver right up to the street line, and they may be of any length or of any height. The decision throws the calcium light clearly upon the fallacy of the whole anti-billboard movement, and for the present at least the Civic Federation proselytes will travel a rocky road in Colorado.

Pig skin may also be worked up like calf, in a sort of wax finish. This is usually done when the grain is much damaged. This leather should receive a very full tanning on account of its porosity, and it is well to stuff it with a water-proof grease. A fat liquor of this kind is made by melting together 50 parts rape-seed oil, 20 parts paraffine oil, 10 parts fish-oil and 30 parts rosin; or another: 30 parts common vaseline, 40 parts fish oil, 24 parts tallow and 2 parts ceresine. This stuffing should be well drummed into the leather; after that proceed as with ordinary wax leather. When the leather is dry it is whitened and then waxed. This latter is made up as follows: 4 lbs. lampblack, 10 qts. linseed oil, 1 lb. beef gall, 3 qts. iron black and 5 lbs. tallow. The lampblack and linseed oil are first thoroughly mixed, then the ox-gall is added, then the melted tallow; the whole is well stirred while adding the iron black, and the stirring continued till the mixture is cold. This stuffing must be well absorbed to fill up the pores. After a good stretching with the glass, the finish dressing, consisting of equal parts of tallow and a solution of glue, is applied.

The practice of taking dry leather, wetting it in a tub and attempting to split it at once is bad, since good work cannot be done in this hurried way. One cannot take too much pains or spend too much time preparing leather for splitting, the results when leather is properly prepared being enough better to pay for the time and work. Dry spots in a hide split differently from the rest of the hide. When there is need of hurrying the leather it can be milled in a leather mill and made uniformly soft. When leather is skived it should be jacked, or stoned down to take the wrinkles out of the neck. This should be done upon a stoning jack before the

leather is split. The more thoroughly leather is stoned out the more easily it is split, all unevenness tending to cause trouble to the operator and increasing the danger of holes and uneven splitting. A great deal depends upon the feeder. No machine will split well if the feeder frequently stops to pull back or straighten the leather. The less hindrance that is put upon the feeding the better the results. A splitting machine should be run as fast as it can be fed well, but no faster.

It has sometimes been a subject of remark how seldom sign writers advertise their own wares. Perhaps they are too busy to attend to their own wants in this direction. **Sign Writers Should Advertise** Whatever the reason may be there must be many times when the sign writer's business interests would be advanced materially by a little judicious advertising of this kind. One sign writer, of whom we heard, has put up a handsome electrically illuminated sign in several colors, which are turned on in rotation. It pays to have the best in such cases.

The stroke of a winning crew in a boat-race was asked how he did it. "Easiest thing in the world," he said. "We just took the get-there stroke and stuck to it." That team had purpose and perseverance, and these two elements are factors in every truly successful career. Whether you are winning a boat-race, building up a business or selling a line of goods, you must take the "get-there stroke and stick to it." It has been remarked that there are two kinds of men in the world, those who sail and those who drift. The men who sail know what they want to do and why they want to do it. They are men of perseverance and they will pull the get-there stroke. But purpose in a man without the ability to stick, is not worth the powder to blow it up. The clerk who aspires to become office manager and satisfies himself with the position of assistant book-keeper, and the salesman who calls on a few people, secures no orders, and goes away disconcerted, are soon listed among the thousands of those who meant well, but were unable to make good.

## NOTICE

In conformance with the Patent Act, and particularly Section 38 with reference to Canadian Patent No. 103,384, granted to Arthur Parsons and others for improvements in Machines for Lasting Boots and Shoes, the public are hereby notified that the article protected under the said patent is being manufactured, and that inquiries for the supply of the same, for licenses to manufacture or other negotiations in regard to the Patent Rights may be made to the undersigned.

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# On the Road

They are not all alike. There are many houses who fully appreciate the value of their travellers.

## The Letter That Helps

They know they are on the job from morning till night, and half the night sometimes. They do not nag them with inquisitive and oftentimes insinuating letters, nor worry them because orders are not larger. They know that orders are as large as anybody on the top of the earth could make them under the circumstances. They know the hardships and unpleasantnesses incident to travel upon the road, and they do not add to these trials by epistles written with the pen of sarcasm dipped in gall. Their letters to their travellers are always pleasant and cheering with the result that they get far more and better results from the untiring energies of their representatives.

Many and varied are the experiences of the commercial traveller, but perhaps the following as told

## Up Against It Good and Hard

by himself from a knight of the grip is about as interesting a bit of experience as has come over the pike for many a day. The drummer says:

"Owing to a Nebraska smash-up I got left in a little Nebraska town one night a year ago, and the way I came into contact with a trust made my hair stand up. It was a wretched town and a still worse hotel. My room was small and the bed was as hard as a board. I got up feeling mad, and after a miserable breakfast I was ready to boil over. The boiling came when the landlord presented me with a bill of \$4. 'Is this correct?' I asked as I looked at the figures. 'Entirely so,' he replied. 'Then you are a blamed old highway robber.' The landlord had three sons, and when they began to mix in I turned on them and gave 'em some red-hot talk. When I stopped for breath the old man, who turned out to be a justice of the peace, sat down in his chair and calmly announced: 'Hear ye! Hear ye! I now declare this court duly opened. James, have you any business?' 'I have,' replied his eldest son, who announced to me that he was a constable and that I was under arrest. He then made a charge against me, one of the other brothers testifying as to my language, and his honor fined me \$10. As the third brother hadn't taken any part, I turned to him and sarcastically asked: 'Where do you come in?' 'Me?' he replied. 'Oh, I'm the town marshal and as you are evidently a desperate character I shall have to lock you up for a couple of days and then run you out of town.' It was a nice little family trust, you see," smiled the drummer, "and I couldn't beat it. I was locked up for forty-eight hours, but I had to pay the hotel bill and the fine, and when I was at

liberty and got my mouth open to say something else the jailer laid a hand on my arm and whispered: 'Don't do it. I'm the old man's son-in-law, and if you kick against my jail he'll make your next stop twenty days.'"

Here is a good one to give the boys a little figuring to do during their holidays. It looks a very simple

## Got 'Em All Figuring

proposition, and so it is, but it is just wonderful how the answers differ. It all happened this way. A number of travellers were stalled in a hostelry up north and having nothing specially to do, and not caring to start out on a tortuous journey afoot to reach their respective domiciles, one of the bunch who was of a mathematical turn of mind, propounded the following problem: "A cow is tied to the corner of a shed twenty-five feet square by a rope one hundred feet long. Over how much ground will it be possible for her to graze?" All pencils and note books were busy, and many were the sheets of paper wasted in an attempt to solve the question. "The cow," declares one solver, "in grazing from right to left describes one-quarter of the circumference of four circles, the radii being 100 feet, 75 feet, 50 feet and 25 feet respectively. In going from left to right this is exactly duplicated, and prettily enough the extreme boundary of the cow's grazing is represented by a circle, the diameter of which is 200 feet and area of which is the radius (100), squared, times 3.1416 or 31,416." Not so, says another, who figures it out this way: "The cow can graze over three-fourths of a circle whose radius is 100 feet. Three-fourths of the area of such a circle is 23,652 square feet. It can besides graze over one-quarter of a circle whose radius is 75 feet. One-fourth of the area of such circle is 4,417.875 square feet. The answer is therefore 27,979.875 square feet." Still another argues thus: "To obtain the circumference of a circle multiply the diameter by 3.1416. Three-fourths area of a circle 200 feet in diameter equals 23,562 square feet; one-fourth area of a circle 150 feet in diameter equals 4,417 $\frac{7}{8}$  square feet; one-fourth area of a circle 100 feet in diameter equals 1,963 $\frac{1}{2}$  square feet; one-fourth area of a circle 50 feet in diameter equals 490 $\frac{7}{8}$  square feet. The number of square feet over which the cow can graze is 30,234 $\frac{1}{4}$  square feet." No two have been able to get the same answer and no one has been able to get the same answer twice. Some are still figuring away at it and hope to have the question fully solved before taking to the pike with spring samples. It is so easy to figure it out. Just try it.

# The Jolly Man's Page

Why He Mourned.—O'Flannagan came home one night with a deep band of black crape around his hat.

"Why, Mike!" exclaimed his wife, "what are ye wearing that mournful thing for?"

"I'm wearin' it for, yer first husband," replied Mike firmly. "I'm sorry he's dead."

\* \*

He Had Anatomical Duties.—Butcher—"Did you send up old man Jones' liver?"

Boy—"Yes, sir."

Butcher—"And take Mrs. Thompson's legs to her mother's?"

Boy—"Yes, sir."

Butcher—"Well, stick Miss Smyth's ribs and Bob Harris' hindquarters, in the refrigerator, and we'll shut up shop."

\* \*

"Read about the society ball game the other day?"

"Nop. What about it?"

"Aw'fly exciting. Man batted a ball into the grand stand where the Marine band was playing."

"Yes."

"Ball hit the bass drum and bounded off, and the catcher caught it. The umpire called the batter out."

"Eh! How could he?"

"Said he was caught off the bass!"

\* \*

Newspaper Man—"What made you scowl at that fellow who has just gone out?"

Bank Official—"He's one of those who are always telling me how to run my bank. A man that thinks he knows how to manage another fellow's business better than the other fellow knows how to do it himself is always a nuisance. You ought to jump on such men. If I was running that paper of yours, by George, I'd-er-er. Curious kind of weather we're havin', isn't it?"

\* \*

In a Scottish village a farm laborer named Bill Brown lost his wife. Whilst on her deathbed she implored him never to marry again after she was gone; furthermore, should he do so she would scratch through the ground and come back to punish him. The threat apparently had due effect for some months, the widower rejecting many tempting offers. After a time, however, the villagers got to whispering about Bill being seen walking with a certain lass. Met one day by a relative of the wife, he was asked if there was any truth in the rumor that was about the village, to which he replied in the affirmative. "Are ye no'

afraid of poor Mary's threat?" queried the relative. "Nae fear o' that, my lad; I took good care to hae her berrit face doonwards, so that the mair she scratches the farther she'll gang doon."

\* \*

Some little while ago a shoe dealer who did some scribbling at odd moments, visited a jail in order to take notes for an article on prison life for his local paper. On returning home he described the horrors he had seen, and his description made a deep impression on the mind of his little daughter. The shoe man and his offspring, a week later, were in a train together, which stopped at a station near a gloomy building. A man asked:

"What place is that?"

"The county jail," another answered promptly.

Whereupon the young girl embarrassed her father and aroused the suspicions of the other occupants of the car by asking, in a loud, shrill voice:

"Is that the jail you were in, father?"

\* \*

Mr. Bill Smith runs a small hardware store in a back township. A few days ago he came into town to add to his stock of goods. The same were shipped immediately, and reached his store before he did, as Bill remained in the city to visit an old friend. Among the lot of cases and packages was a box shaped something like a coffin. When Bill's wife saw this one she uttered a scream and called for a hammer. The drayman hearing her shrill cries, rushed in to see what the trouble was. The wife, pale and faint, pointed to the following inscription on the box:

"Bill inside."

\* \*

"How dare you come on parade," exclaimed an Irish sergeant to a recruit, "before a respectable man loike mesilf smothered from head to foot in graise an' poipe-clay? Tell me now—answer me when I spake to yez!"

The recruit was about to excuse himself for his condition when the sergeant stopped him.

"Dare yez to answer me when I puts a question to yez?" he cried. "Hould yer lyin' tongue, and open yer face at yer peril! Tell me now, what have yer been doin' wid yer uniform an' arms an' bilts? Not a word, or I'll clap yez in the guardroom. When I axes yez anything an' yez spakes I'll have yez tried for insolence to yer superior officer, but if yez don't answer when I question yez, I'll have yez punished for disobedience of orders! So, yez see, I have yez both ways!"



## ANNUAL PICNIC

The annual picnic of the employes of the James Acton Publishing Company took place per steamer Garden City to St. Catharines on Saturday, July 9th. Upwards of one hundred employes with their friends took advantage of the ideal day for the outing. The trip across the lake was most exhilarating, and the run through the beautiful fruit farms by electric cars from Port Dalhousie to St. Catharines was greatly enjoyed.

A splendid programme of games had been prepared, and on arrival at the park no time was lost in getting the various events under way.

The first item on the list was a baseball match between the compositors and pressmen, the comps. winning out by a score of 8 to 4. There were some very brilliant plays "ripped" off on both sides, and the score is by no means a fair criterion of the excellent showing of the pressmen. About every dodge and scheme known on the professional diamond was artfully worked, and the rooters lost no opportunity to cheer on their respective favorites. The speedy curves of Spicer and the deceptive shoots of Oliver made it hard guessing for the batters, consequently few hits were made off either. The game was played in a most sportsmanlike manner throughout, the vanquished bowing most gracefully to the superior prowess of their victors.

All the events were hotly contested, quite a spirit of rivalry having been created between the various departments as to which would carry off the lion's share of the prizes. The following is a list of the events and the winners:

Boys' race, under 12—1, E. Oliver; 2, F. Collins.

Girls' race, under 12—1, M. Behan; 2, Queenie Collins; 3, L. Anderson.

Smoking race—1, W. Spicer; 2, P. Cillis.

Ladies' and gents' needle threading contest—1, Miss Bell and Mr. Geary; 2, Mr. and Mrs. Hancock.

Hop, step and jump—1, A. Bell; 2, E. Oliver.

Single ladies' race—1, Miss Dickman; 2, Miss Parkes; 3, Miss Blackwell.

Broad jump—1, W. Spicer; 2, E. Tucker.

Married ladies' race—1, Mrs. Woodcroft; 2, Mrs. Downs; 3, Mrs. Browning.

Boot race—1, J. Trollope; 2, F. Hancock.

Biscuit contest—1, D. Lamb; 2, Art. Condie.

100 yards dash—1, C. Thomas; 2, D. Geary.

Single men's race—1, W. Blackwell; 2, E. Tucker.

Married men's race—1, A. Bell; 2, P. Cillis.

Three-legged race—1, Messrs. Blackwell and Everett; 2, Messrs. Dennis and Gordon.

Old men's race—1, J. Anderson; 2, T. Behan.

Races were also held for the little tots in which all the children received prizes.

In the drawing contests the lucky numbers were held by Mrs. Browning, Mrs. Behan and Mr. Cillis.

A large number took dinner at the International

Hotel, while a goodly number picnicked in the real old basket style in the park.

At the conclusion of the games the prizes were distributed to the successful competitors by Mr. C. S. Acton.

The day's outing was a decided success and fittingly inaugurated what will be looked forward to with pleasure as an annual event.

## QUEBEC NOTES.

The firm of Goulet & Garaut, one of the oldest boot and shoe manufacturing firms of our city, is to be dissolved. This firm was very prosperous and carried on business with every part of the Dominion. It is more than probable that Mr. O. Goulet will continue to run the shop alone, as Mr. Garaut, his partner, is retiring on account of bad health.

Jobbers from all parts of the Dominion were in Quebec for the 11th July. We never had such a large number of boot and shoe dealers at the same time in our city. They spent a week or more here buying and ordering. The greater part of them seem to have enjoyed their business trip.

The Quebec Boot and Shoe Retailers' Association gave a very fine banquet on the 23rd July to their popular president, Mr. O. N. Shink. The dinner was presided over by Mr. Ls. Dechenes. Many clerks of our principal firms were present. A number of good speeches were delivered. Among the guests was Mr. Goshier of the Packard Co. of Massachusetts. The banquet is regarded as a social event.

STARTING BUSINESS—Mr. H. C. Clarke, of Dundas, Ont., intends opening up a boot and shoe business in that town about the 1st of September.

CHAS. TILLEY & SON invite visitors to the Exhibition to call upon them at 160 Bay St., and inspect their large range of Children's Turn Shoes, Babies' Soft Sole Shoes, Store Fittings, Overgaiters, and every requisite in the line of shoe store supplies.

MESSRS. F. L. HAMILTON & SON, dealers in boots and shoes and travelling goods, Galt, Ont. state that business with them for June and July has been good and in advance of that for 1909. Prospects in their locality are considered good. Factories of all kinds are busy, and crops, though not heavy, are fair.

MESSRS. CHAS. TILLEY & SON call attention in this issue to the purchase by them of the large stock of shoe findings of the late La Cie Poirier of Montreal. This includes a very large quantity of silk and mohair laces which were in bond, the purchase amounting to nearly \$40,000. The goods are offered at special bargain prices.

A RECORD in counter skiving was recently performed in one of the largest boot factories in South Germany, an operator skiving not less than 720 pairs counters in an hour on the Moenus "Revolver" Skiving Machine. The skived counters which he obtained were faultless, and all the clippings, without exception, could be used as good rands. This confirms what the numerous users of this machine so often say, "The Moenus 'Revolver' Skiving Machine is unsurpassed for its efficiency."

LOOKING THE PART—The man who spent the last 10 cents he had in the world to have his shoes polished before he started out to look for a job wasn't so foolish, after all. He believed that he had good stuff in him; he believed that he was worth a good job, and so he invested all of his capital in order to "look the part" as well as his limited means would allow.

Well polished shoes add about as much to a man's appearance as dollars spent on anything else he wears. That fellow exemplified two things, both important: First, the value of looking the part, that is, making a good appearance; second, spending money where it counts most. The story does not tell whether he got the job or not; but, even if he didn't, he deserved it.

**UP-TO-DATE CATALOGUE**—A good antidote to the advertising of the larger mail-order institutions is to be found in the catalogue issued by the Neill Shoe Store of Guelph, Ont. This is neatly printed on a good quality of paper and is illustrated with cuts of many of the leading lines advertised. The cover is in tinted stock printed in two colors. The catalogue itself consists of thirty-six pages, 4 $\frac{3}{8}$  in. by 7 in. The descriptions are very complete and furnish a good idea of the goods to intending purchasers. An order slip is enclosed and all necessary information is furnished regarding remitting ordering, etc. Catalogues of this sort distributed to a carefully selected mailing list is bound to be productive of results.

**BUSINESS OPENINGS**—(1133) A very large and strong South African firm of general outfitters, desires to be placed in touch with Canadian shippers of all kinds of leather, and especially the Oak and Union tanned "bends" and "sides." Lowest quotations c.i.f. Durban. (1144) A Lancashire firm manufacturing leather belting would be glad to furnish quotations to Canadian importers. (1145) The London manufacturers of a special waterproof solution for belting and other leather wish to



arrange for the sale of the article in Canada. (1148) An Amsterdam commission agent wants an agency for Canadian boot and shoe upper leather (box calf, glazed kid, etc.). (1158) A Newfoundland firm is open to receive quotations on sole and grain leather. (1179) A Scottish manufacturer of "chrome" boots for farmers and agriculturists, already doing business in Canada, wishes to appoint energetic and reliable agents in all the large centres in the Dominion. The names of the firms making these inquiries can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade, at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward references, particularly if they are bankers' references. Quote the reference number when requesting addresses.

The following were among the inquiries relating to Canadian trade received at the office of the High Commissioner for Canada, 17 Victoria St., London, S.W.:—A Scottish manufacturer of "chrome" boots for farmers and agriculturists, already doing business in Canada, wishes to appoint energetic and reliable agents in all the large centres in the Dominion. A London correspondent who is shortly proceeding to Canada as a manu-

facturers' agent would like to secure the representation of United Kingdom manufacturers of travelling goods, leather goods, etc. A Scottish firm wish to get into touch with Canadian tanners who produce oak bends and sides. A London firm wish to appoint reliable and energetic agents in Canada to push the sale of high-class lisle thread and cotton hosiery.

**BOOTS AND SHOES IN TRINIDAD**—The imports of boots and shoes into Trinidad for the last ten years have not shown much change, according to a trade report, being somewhat less in 1909 than at the beginning of the decade. The imports during the fiscal year 1908-9 were as follows: From the United States, \$92,151; from the United Kingdom, \$102,911; with small lots from various other countries. All classes and styles of goods and values are shown, but the largest volume of trade is in the lower-priced article. Prices range from the lowest up to \$6. Tans in color are much worn, but of course, the black predominate. High boots are more worn than the low shoe, especially by men; men's boots are nearly all laced instead of buttoned, while ladies' boots are about equally divided between the two styles. There is a great demand for a light boot of good style and finish, although it may not be so durable. One dealer who carries about 30 per cent. American goods says that he finds that a given amount of capital invested will give a larger aggregate of profit from English than American goods. An American manufacturer recently lost a good order from a large importing house because he would not give a 25 per cent. discount on samples, a concession generally given by the English manufacturer. Had this order been accepted, even at a possible loss of certain profits on the comparatively few pairs used as shelf samples, a good customer would have been gained.

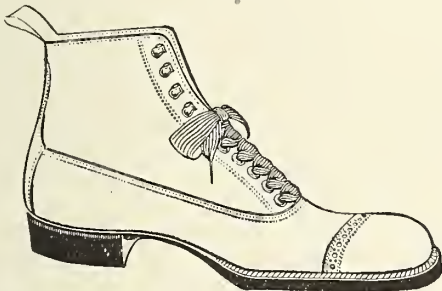
**NEWS OF THE TRADE**—P. Temple, 1376 Queen St. west, Toronto, sold to J. J. Harton. Warne & Sulis, Digby, N.S., dissolved. T. M. Mulligan, Gilmour Block, North Bay, Ont., starting business. Campbell & McDiarmid, Oak St., North Bay, Ont., starting business. Samuel Mendelsohn, Montreal, Que., assigned. J. E. Gingras, St. Romuald, Que., starting business. Smith & Hargraves, Blairmore, Alta., starting business. The Colonial Trading Co., Ltd., 566 Granville St., Vancouver, B.C., sold to Geo. A. Neclands. Edward Guirdy, Campbellton, N.B., burnt out. Also McRae Bros, H. L. Nelson & Co., V. R. Scott & Co., and F. S. Titus, of the same place. Vinet & Dufresne, Montreal, starting business. J. F. McLachlan, Toronto, sold to J. W. Babcock. Richardson Bros. & Co., Harriston, Ont., sold to W. R. Jex.

A. Brochu, Montreal, burned out; J. Weir, Kamloops, B.C., started business; Wilkinson & Co., Kamloops, B.C., started business; A. D. MacLean, Gladstone, Ont., starting business; John Beaton, Kamloops, B.C., out of business; Mrs. J. M. Lang, Kelowna, B.C., starting business.

**DEATH OF MRS. C. BREITHAUP**—Berlin's oldest native-born resident passed away about 8.30 o'clock on the evening of July 5th, at Waldeck, the family homestead on Margaret Avenue, in the death of Mrs. Catharine Breithaupt, relict of the late Mr. Louis Breithaupt. The deceased has been suffering from heart disease since April and bore her illness with Christian fortitude up to the hour of her demise, passing away peacefully, surrounded by the members of her family. The late Mrs. Breithaupt was born August 16th, 1834, and was in her 76th year. She was the second daughter of the late Mr. and Mrs. Jacob Hailer, who emigrated to Canada in 1830 and were the first German settlers in Berlin, Mr. Hailer establishing a furniture industry soon after his arrival. Mrs. Breithaupt was educated in the common schools of those pioneer days and in 1853 was happily married to the late Mr. Louis Breithaupt, who then resided in Buffalo, N.Y., but came to this community to purchase hides for his tanning industry in the Bison City. In 1837 Mr. Louis Breithaupt established a tannery in Berlin and in 1861 moved his family to Berlin and Mrs. Breithaupt has been

a resident here ever since. The deceased, during her long residence in Berlin, has been connected with almost every charitable and philanthropic movement in the town. She was a life-long member of the Zion Evangelical Church, and one of its most liberal contributors. In addition to assisting in the erection of the new church she also donated the beautiful organ in memory of her deceased husband and son Karl. She was a valued member of the various organizations of the church and was also officially connected with the Deaconess Society of the Canada Conference and of the General Board in Chicago.

**INSURANCE RATES IN QUEBEC**—On the first of this month there appeared the first signs of any reduction in the insurance rates charged under the Workmen's Compensation Act, which came into force in Quebec Province on January 1st last, on which last mentioned date, there was a sudden increase in rates charged employers by insurance liability companies. Fearing the effects of the new law, the insurance companies met last autumn and made a cast-iron agreement that they would increase certain rates and not cut into them. This led to some complaints and discontent among the manufacturers, who claimed that although the rates had already been high, they were now practically doubled all round. Now, however, the insurance companies have decided to reduce the rates on boot and shoe manufacturers from 75 to 50 cents and they are investigating other industries with a view to seeing if a similar reduction can be made. It is claimed by the manufacturers and employers that the insurance companies were unduly frightened over the new law and that the Act does not mean nearly so much outlay as was at first thought. They claim that this reduction is an admission of the fact. The insurance people, on the other hand, say that the reduction in boot and shoe rates does



not concern the Compensation Act, but that it is a result of the experience they have been meeting with in the boot and shoe industry, making them feel safe in the present reduction. They further state that they cannot accurately judge the effect of the new Compensation Act until it has been in force at least a year. After next January, further reductions may be decided upon. The leading features of the Compensation Act, as outlined by the insurance companies, are: Under the provisions of the Act, an employer has practically no defence to claims for damages arising out of accidents to his employes in the cases to which the Act applies. In case of an accident, resulting in the death or permanent incapacity of a workman, the employer will ordinarily have to pay the maximum of \$2,000. In less serious cases, the employer is liable for an amount equal to one-half the sum by which the workman's earning power is reduced in consequence of the accident. The costs of litigation will almost invariably fall upon the employer, and he may also be obliged to pay a provisional daily allowance to the injured workman while the litigation is pending. One clause in the Act which is particularly objected to by insurance companies and manufacturers is as follows: "A demand to revise the amount of the compensation may be taken during the four years after the date of the agreement of the parties as to the compensation, or after the final judgment. Such demand shall be in the form of law." This leads to all kinds of uncertainty as to further claims from the injured party and it is claimed that it leaves an open field for injustice and fraud.—Que. Daily Tel.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—There is nothing unusual transpiring just at the present time, as this is between seasons and things are a little quiet. The factories, of course, are getting their spring samples under way as well as completing their fall runs. The wholesalers and jobbers are quiet. Stock-taking and cleaning up has occupied the attention of some. The sorting trade has not been brisk, but a very satisfactory business is being turned over. The retailers report a very good trade during the summer. There is nothing doing in rubbers, this being the off season.

**HIDES**—The hide market is unusually quiet as is usual at this season of the year. The receipts are light, but the hides coming in are of splendid quality. There has been a weakening as far as prices are concerned and another drop of a cent has taken place during the month. There is said to be no accumulation of any account taking place, a few carloads would clean them all up. The tanners are showing no inclination to enter the market although stock are running pretty low with some of them. They still have an idea that prices will be much lower, but the dealers do not see it in that light, and think that the bottom has surely been reached. The following are the latest quotations:

No. 1 inspected steers	9½
No. 2 inspected steers	8½
No. 1 inspected cows	9½
No. 2 inspected cows	8½
No. 3 inspected cows and bulls	7½
Country hides (green or cured)	8 8½
Calfskins, city	11 13
Calfskins, country	11 13
Horsehides, No. 1	2.50 3.00
Horsehides, No. 2	1.75
Sheepskins, each	1.00 1.25

**TALLOW**—An unchanged market with a fair amount of business being done. The following are the latest quotations:

No. 1 cake	5½ 6½
No. 2 cake	4½
No. 1 solid	5½ 5¾
No. 2 solid	4

**WOOL**—The market has been quiet. Prices have remained firm. The following are the latest quotations:

Washed fleece	20
Unwashed fleece	13
Rejects	15

**LEATHER**—The past month has been

quite up to the average, in fact the dealers say that they never experienced a better July. The prices have remained unchanged for the most part and where any changes have been noted, it has been of an upward rather than a downward tendency. Both oak and hemlock sole have met with fair sales, the lighter weights being more in demand than the heavy grades. Patents are still popular enough to command good sales at firm prices. The amount of patent used in boots and shoes is ever on the increase and it looks as though it will be many a day before it will not be called for in large quantities. Colored leathers are also very popular and meet with splendid sales. Fancy leather has not weakened either in volume of sales or prices demanded. The tanners are all fairly busy and look for a good season ahead. The following are the latest quotations:

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27
No. 2 Spanish sole (for jobbing)	26
No. 1 Spanish sole (for mfg.)	26
No. 2 Spanish sole (for mfg.)	25
No. 3 Spanish sole (for mfg.)	23
No. 1 oak sole	32
No. 2 oak sole	29
No. 1 oak sole bends	45
No. 1 slaughter sole, heavy	30
No. 1 slaughter sole, medium	30
No. 1 slaughter sole, light	30
Harness leather—	
No. 1 U. O.	38
Rejected U. O.	37
No. 2 U. O.	36
Hemlock Country Harness—	
No. 1	33
No. 2	32
Upper, heavy	48
Upper, light and medium	50
Upper, grained	19
Kip skins, French	1.15
Veal kips, Canadian	75
Hemlock calf	75
Imitation French	80
French calf	1.38
Splits, light and medium	24
Splits, heavy	23
Splits, junior	19
Enamel cow, per foot	20
Pebble grain	15
Buff	17
Colored buff	20
Russets, extra heavy per doz.	\$12
Shoe russets, per lb.	50
Russets, No. 2, all grades, lb.	35
Glove russets, per doz	\$9.00 \$12.00

**CUT SOLES**—The market continues unchanged with sales about normal. The following are the latest quotations:

## OUTSOLES.

Oak—	Gauge	Price
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
Spanish—		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's *X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

## TOP LIFTS.

Men's XXX	5½	\$1.35—	75	4½
Men's XX	5½	1.15—	70	4½
Men's X	5	65—	50	5
Women's XXX	5	55—	50	4½
Women's XX	5	45—	40	4½
Boys' XXX	5	70—	60	4½
Boys' XX	5	60—	50	4½

## SHAPED HEELS.

	Size	Price
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

## BOX TOES.

Men's ¾	5c. pr.
Women's ¾	3¾c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's 7¼	8c. pr.
Women's 5¾	6¾c. pr.

**TANNERS' MATERIALS**—There has been no unusual feature to report. The market continues quiet and firm. The following are the latest quotations:

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	7	8
Cod oil, pure Newfoundland,		
tanked	43	47
Cod oil, Gaspe	36	40
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	5	5½

# Montreal Markets

**BOOTS AND SHOES**—There has been nothing of special moment transpiring in the boot and shoe realm during the past month. Business has continued about normal with prices unchanged, with but few exceptions. The factories are busy for this season of the year. Spring samples are demanding attention and are nearly ready for the road. Fall goods are not all yet completed, but most factories are pretty well up with their orders. The wholesalers and jobbers are rather quiet, except for sorting orders which have been fairly up to the average. Retailers have had a good season. The rubber trade is quiet, as is usual at this season of the year.

**HIDES**—The hide market has weakened slightly since last report. There are not many hides coming in just at present, but those which are offering are readily disposed of at current prices. There is said to be no accumulation in the warehouses. Notwithstanding that prices have declined from one to one and a half cents per lb. the tanners do not seem anxious to anticipate their wants and lay in a stock. Some claim that they have plenty of stock on hand, and anticipate still lower prices before coming into the market. The following are the latest quotations:

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	19
Country prices—	
No. 1 quoted .....	10
No. 2 quoted .....	9
No. 3 quoted .....	8

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Country prices—	
No. 1 quoted .....	12
No. 2 quoted .....	10
Sheepskins, each .....	\$1.40

**TALLOW**—The market is quiet. Prices are unchanged. The following are the latest quotations:

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL**—There are a number of trans-

actions reported at unchanged prices. The market on the whole is quiet. The following are the latest quotations:

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—The month has been a very good one for the leather dealers. The reported are above the average and the prices obtained are most satisfactory. The manufacturers have not been buying very heavily as yet, although some very good orders have already been placed. The movement has not been confined to any particular line, all grades having met with a fair call. In sole leather there has been the weights, the heavier grades move somewhat slowly. Patents and colored leathers are still as much in favor as ever and will be the leaders for boots and shoes next season. Fancy leathers are firm and in fair demand. The following are the latest quotations:

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 .. .. .	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L .. ..	26	27½
Slaughter, oak, No. 2M .. ..	24	25½
Harness .. .. .	32	34
Wax upper, heavy .. .. .	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color .. .. .	18	22
Patnas, black .. .. .	8	32
North African .. .. .	12	18
Chinese .. .. .	12	36
Box chrome calf—		
A. H. French .. .. .	23	
A. Hm .. .. .	22	
A. M .. .. .	21	
B. H. .. .. .	22	
B. Hm .. .. .	20	
B. M. .. .. .	18	
Veal, other European .. ..	17	20
Veal X .. .. .	15	18

Grassers .. .. .	15	17
Grassers X .. .. .	14	16
Reject .. .. .	12	14

## Box chrome kips—

A. H., Swiss hide .. .. .	18	
A. Hm. Canadian .. .. .	16	
A. M. .. .. .	15	
B. H. .. .. .	15	
B. Hm. .. .. .	14	
C. X. .. .. .	13	
Reject .. .. .	13	down

## Dull chrome calf—

A .. .. .	20½	21
B .. .. .	18½	19

## SHEEP SKINS.

### Black glaze chrome—

Canadian for upper A .. .. .	9	10½
Canadian for upper B .. .. .	8½	10
Comb'n glaze for upper A .. .	9	9½
Comb'n glaze for upper B .. .	8½	9½
Calfine, A. H., Can. native .. .	9¾	
Calfine, A. M., Can. native .. .	9½	
Calfine, A. L., Can. native .. .	9	
Calfine, B. H., Can. native .. .	9	
Calfine, B. M., Can. native .. .	8¾	
Slats, A. H. .. .. .	9½	
Slats, A. M. .. .. .	9½	
Slats, A. L. .. .. .	9	
Slats, B. H. .. .. .	8½	
Slats, B. M. .. .. .	8	

### Pickle skins for lining—

A common pickle .. .. .	8	
B .. .. .	7½	
C .. .. .	7	
Cape A .. .. .	9	
Cape B .. .. .	8¾	
Cape C .. .. .	7½	
Job .. .. .	5¾	5¾
H Facing .. .. .	8¾	
L Facing .. .. .	8½	
Splits, senior, per lb. .. .. .	21	22
Splits, junior, per lb. .. .. .	18	19
Splits, senior, per foot .. .. .	7¾	
Splits H. and Hm. per foot .. .	7½	
Splits, M, per foot .. .. .	6½	
Splits, Lm, per foot .. .. .	6	
Splits, junior, per foot .. .. .	4¾	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. .. .. .	10	
Pebble A. L. M. .. .. .	10½	
Pebble A. M. .. .. .	11	11½
Pebble A. Hm. .. .. .	11½	12
Buff A. M. .. .. .	11	
Buff A. Hm. .. .. .	11½	
Buff A. H. .. .. .	12	
Table run pebble .. .. .	9½	
Job pebble .. .. .	8	

# Quebec Markets

**BOOTS AND SHOES**—There has been a fairly good turnover during a part of the month, but, of course, the usual summer dullness has been experienced. On the whole, satisfactory business has been transacted. The manufacturers have been kept busy with the visit of a large number of jobbers from every part of the Dominion at the beginning of the month. Members of the trade speak most hopefully of the business outlook. The winter run is expected to be one of the best ever registered. Our local jobbers report that the market is in a very good condition. Their travellers say that dealers are taking interest in their requirements and that booking is going well. The retailers are a little quiet just at present, but have had an average season so far and anticipate a picking up in trade as soon as the holidays are over. There has been a fair call for colored and canvas goods. Considerable price-cutting in these lines is registered, though the line is yet a fair contributor to the retailer's coffers. In general there is a good feeling prevailing, owing to the splendid crop prospects.

**HIDES**—There is only a limited demand reported, consequently the market is quiet. Prices of butchers' hides had a decrease, as will be remarked in referring to our quotations, but it does not appear that any further weakening will, for the present, take place. The hides which are coming

in are of a good quality. Accumulations are not large. Tanners are not buying large stocks and seem very cautious. The present outlook favors a stronger market. The latest quotations are:

Sheepskins .....	25	75
Sheep clip skins.....	10	35
Lambskins .....	15	50

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	11½
No. 2 quoted .....	10½
No. 3 quoted .....	9½

## CALFSKINS.

City and country prices—

No. 1 quoted .....	14
No. 2 quoted .....	12

**WOOL**—The situation is unchanged. Manufacturers have a fairly good supply to meet the demand, while factories are still running at a satisfactory capacity. Some good orders have been booked, but, in general, trade is yet quiet. The quotations run as follows:

Canadian pulled wool .....	22	29
Washed fleece .....	26	28
Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**FISH OILS**—The market is unactive with very little change, owing to light offerings. Stocks are only satisfactory for

the season and on account of this, prices remain as follows:

Cod oil, Gaspé, gal. ....	23	25
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	50	60

**TALLOW**—The market continues unchanged, with same quotations, which are 6½c per pound for extra tallow.

**SHOE FINDINGS**—As the activity in leathers is not very considerable, the local shoe finding trade, for this time of the year, is quiet. The present situation is due to the competition of foreign products. During the month there have been few shoe findings selling. Prices continue firm at the former figures:

Leather, friction and fibre board	3½	6
Union leather .....	8	9
Stiffners, union .. . . . .	1	3
Stiffners, leather board, per 100		
pounds .. . . . .	75	1.15
Insole leather .. . . . .	7	8
Leather board, per lb. ....	2	3

**LEATHER**—Although no rush is observable, trade is moving along briskly enough and with more confidence. The decrease recently noted in many lines had

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the effect of rendering manufacturers more liberal in placing of orders and no doubt this will continue. The principal lines which are affected by this decrease are splits, pebble, grain, dongola, kip and polish. Patent and colored leathers are still popular and manufacturers of boots and shoes are placing fairly good orders. Harness leathers sell well. The export trade is light, as the inquiry in the English market is only fair. The following are the latest quotations:

**LEATHER.**

**Harness leather—**

No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	31	
Splits, junior, per lb. ....	30	
Splits, senior, per foot .....	3	8
Splits, H and Mm, per foot..	8	
Splits, M, per foot .....	6	
Splits, Lm, per foot .....	5½	
Splits, junior, per foot .....	4	

Splits, flexible, per lb. ....	22	
Splits, trimmed, H M, per lb...	32	
Splits, trimmed, M, per lb....	32	
Pebble, A L .....	3	
Pebble, A L M .....	13½	
Pebble, A M .....	14	
Pebble, A H M .....	14½	
Buff, A M .....	14	
Buff, A H .....	15	
Moccasin leather, red, per stamp weight, lb. ....	11	
Oil grain (Quebec) per foot..	17	18
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	
Glove grain .....	15	17
Heavy grain .....	15	17
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	14	21
Patent kid .....	36	46
White alum .....	11	15
Sumac .....	9½	11

Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

**TANNERS' MATERIALS**—The market continues fairly steady with unchanged prices. The usual volume of business is reported and the supply for the demand is ample. The quotations are:

Degras .....	3½	7
Sumac .....	\$69.00	
Gambier .....	5½	6½
Hemlock extract .....	4¼	5
Hemlock bark, per cord....	8.00	7.50
Oak extract .....	4	4½
Mineral tanners' extract ....	6	7½
Scuth, lb. ....	4	

Quebec, 25th July, 1910.

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<b>Insolubles</b>	-	<b>1.06</b>
<b>Moisture</b>	-	<b>22.50</b>

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# American Markets

## HIDES

**PACKER HIDES**—The market has shown some signs of improvement, some dealers have cleaned up pretty well at firm prices. Native steers of July kill were sold at a half-cent advance, 14½ being paid for one large loa. June native steers were quoted at 13¾c and April at 13½c, these run largely to branded stock. Spread steers are quoted at 15c for January to June, and 17c for June to January. Butt-branded steers have changed hands at 12c for May to July kill. Texas steers are firm. Sales are reported of April to July hides at 12½c, 11½c and 11c for heavy, light and extremes. Sales of heavies were reported at 13c. Colorado steers are said to have sold at 12½c for May to July take-off. Heavy native cows, over 55 lbs., are scarce. A sale is reported at 11½c for January to March kill, but packers are asking 13½c to 14c for July and August kill. Light native vows, under 55 lbs., are quiet with sales at 12¼c reported. Branded cows have been rather active, some good sales being reported at from 11c to 11¼c. Native bulls brought 10½c to 10¾c for March and April. Branded bulls were sold at 9¾c to 10c for April to July salting. The following are the latest quotations:

### PACKER HIDES.

Native steers—		
Spready .....	16	17
Heavy .....	14½	
Light .....	13½	
Texas steers—		
Heavy .....	13	
Light .....	12	
Extreme .....	11	
Butt-branded steers .....	12½	
Colorado steers .....	12½	
Native cows—		
Light .....	12½	
Heavy .....	13½	
Branded cows .....	11¾	
Branded bulls .....	10	
Native bulls .....	10¾	

**COUNTRY HIDES**—There is a better inquiry although the market is reported quiet. Tanners are demanding short-haired hides but are not willing to meet the dealers' prices. The dealers are inclined to meet the tanners if they will accept a mixture of long and short-haired hides. No. 1 steers, free of brands and grubs, 60 lbs. and up, are quoted at 11c to 11½c but receipts are light. No. 1 cows, free of brands and grubs, 60 lbs. and up, were offered at 10¼c for short-haired and 9c to 9½c for long-haired. Branded cows and steers

have moved slowly at 8c, although some dealers are asking 9c for branded steers. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., are quoted at 10c to 10½c for short-haired hides. No. 2 buffs are held at 8¾c to 9¼c. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., were reported sold for export at 10¾c, but nominal quotations are from 10¼c to 11c for short-haired and 9½c for long-haired hides. No. 1 bulls have sold for immediate needs at 9½c, while 8½c was paid for No. 2. No. 1 kips, 15 to 25 lbs., are firm at from 13c to 13½c, the latter price is for July kill. No. 1 calfskins, 8 to 15 lbs., are reported sold at 16½c for skins of choice condition out of first salt, but tanners refuse to pay more than 15¾c. It is reported that one large tanner bought several cars of light calf and deacons at \$1.05 and 85c respectively, but most dealers are holding their stock at from \$1.07 to \$1.10. Country calfs are quoted at 13¾c to 14c. No. 1 horsehides are still held at \$3.80 but tanners refuse to pay that price. The following are the latest quotations:

No. 1 cows .....	10	10½
No. 1 buffs .....	10	10½
No. 1 extremes .....	10¼	11
Heavy steers .....	11	11½
No. 2 heavy steers .....	10	10½
Calfskins .....	15¾	16¾
Kips .....	11	
Deacons .....	85	
Slunks (packer) .....	85	
Slunks (country) .....	50	
Horsehides .....	3.70	3.80

## LEATHER

**OAK SOLES**—There is still a good demand for all grades of sole leather, especially in the light and medium weights. From all the large centres come reports of fairly good business having been done. The following are the latest quotations:

Scoured backs—	No. 1.	No. 2.	No. 3.
Light .....	42	36	32
Heavy .....	42	36	32
Medium .....	42	36	32
And other grades in proportion			
Scoured bends—			
8 to 10 lbs. ....	47	45	41-43
10 to 12 lbs. ....	47	45	41-43
12 to 14 lbs. ....	47	45	41-43

<b>Texas sides—</b>			
XX free of brands .....	35		
X h'v free of brands .....	34		
A h'v one brand .....	33		
B h'v two brands .....	32		
C h'v more than two brands .....	31		
<b>Texas bends—</b>			
XX .....	53		

X .....	46	48
A .....	44	46
B .....	45	
C .....	44	
<b>California sides—</b>		
<b>Light—</b>		
No. 1 .....	30	
No. 2 .....	28	
<b>Medium—</b>		
No. 1 .....	30	
No. 2 .....	28	
<b>Heavy—</b>		
No. 1 .....	32	
No. 2 .....	28	
<b>California backs—</b>		
<b>Light—</b>		
No. 1 .....	33	
No. 2 .....	30	31
<b>Medium—</b>		
No. 1 .....	35	
No. 2 .....	31	
<b>Heavy—</b>		
No. 1 .....	37	
No. 2 .....	31	32

**ROUGH LEATHER**—The market has been a little quiet owing to the difference between tanners and buyers, the former are not inclined to cut prices while the latter regard the quotations asked as altogether too high. A few sales at top figures are reported, but generally sales are slow. The wetting people are not in the market, the sales being principally of No. 2 hemlock to the japanners. The following are the latest quotations:

<b>Hemlock.</b>		
Card .....	36	37
No. 1 .....	31	32
Steers, No. 1 .....	29	30
Steers, No. 2 .....	28	29
P D'g'd .....	24	25
Bulls .....	25	26

<b>Oak.</b>			
	No. 1.	No. 2.	No. 3.
Country, light .....	32	29	26
Country, medium .....	32	29	26
Country, heavy .....	32	29	26
Packer, hy. ....	35	34	
<b>SPLITS</b> —There has been an improvement in demand for both heavy and light splits. There is a good demand for flexibles, the lighter weights being substituted for pigskin by manufacturers. The following are the latest quotations:			

	No. 1	No. 2
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	26	23
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CLASSIFICATION OF HIDES—Our chamber recently pointed out to the customs that the passage in the Notes Explicatives des Douanes stating that shaved hides would be taxed as curried, was in contradiction with the new tariff which stated that shaved hides (egalisees) would, in future, pay the duty proper to them, plus 3 per cent. The customs administration replied that we were right in supposing that the explanatory note in question was cancelled by the new tariff.—Brit. Cham. Com.



Trunk and Bag Window, Z. Paquet, Que.

ANOTHER ADVANCE IN PRICES—Owing to the continued advance in the price of hides and leather, it is expected that Australian boot manufacturers will shortly make a further increase in the wholesale price of boots. So recently as in

January last the prices were raised 10 per cent. Since then the prices for raw material have risen in some cases by as much as 20 per cent., and manufacturers contemplate raising their prices still further. In the line of top leathers, the best glace has recently advanced from 5d. to 7½d. per lb., an increase of 50 per cent.—Commercial Intelligence.

PRESENTED A PARK—Mayor Miner of Granby, Que., presented a park to the town at a recent meeting of the council. The park is to be known as "Miner Park."

BUYER BUSY—B. M. Williams, Bridgetown, N.S., representing the Boston Hide and Skin Association, Boston, since last fall in the Maritime Provinces, was during the last few weeks travelling in New Brunswick, making big purchases of hides for his well-known American firm.

B. C. WILL ENFORCE LAW—Mr. James Sargeant, Secretary of the Commercial Travellers' Association of Canada, has wired Mr. E. Fielding, Treasurer, from Vancouver, to the effect that he had interviewed Attorney-General Bowser at Victoria, and that he had been informed that the Government of British Columbia would not make any change in the Companies' Act, and would enforce its provisions. This means that all incorporated companies seeking to do business in British Columbia must either become incorporated there or take out a Provincial license. The act applies only to companies or their agents or travellers. Firms that are partnerships and individual traders are not brought under the provisions of the law. The license is good for all future time, and is not an annual affair. Nor is there any limitation as to the number of travellers that may be employed in British Columbia by any incorporated or licensed extra Provincial corporation.—Ex.

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—*Col. Wm. C. Hunter*

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**September**  
**1910**

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Toronto, Canada

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**DAVIS LEATHER CO. LIMITED**

**NEWMARKET - - ONTARIO**

# What's in A Name?

Sometimes nothing, sometimes much. It all depends. The name YAMASKA couldn't make a line of shoes good or bad—BUT there is no doubt that a wear-and-tear defying, comfort-giving, profit-bringing line of Boot and Shoe Staples has made

## YAMASKA BRAND

mean much to the dealer.

J. A. & M.  
COTE



St. Hyacinthe  
Quebec

## The "Nugget" Polishes

SHINE WHEREVER THE SUN DOES



A brush made of the best bristles procurable. It is built to "work out" the shine—and it does.



Perfectly made from a scientifically perfect recipe. Many polishes have come and gone since Nugget first appeared.

Only Nugget STAYS.

You can always tell a "Nugget Shine" by the clear, brilliant polish that is so lasting, that stays so long on the shoe. Makes it waterproof too, like a duck.

THE DEALER GETS A GOOD PROFIT



This neat box, in artistic metal or card board, is durable and handy and contains the rest of the outfit, Polish, Brush and Polisher.



A Selvyt-covered Polishing Pad that puts the "finishing touch" on the shine and gives an incomparable, glossy-black mirror-like polish.

The Nugget Polish Co., Limited  
Toronto - - Halifax

# SHREWD BUYING

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and a careful selecting of the best enables us to serve you well.

Before we decide to handle a line of Boots, Shoes or Rubbers we ask the question, "Will this particular brand give the Shoe Dealers of Canada the most that Shoedom offers, not only to-day but everyday."

You can buy nothing from us that does not measure up to that high standard.

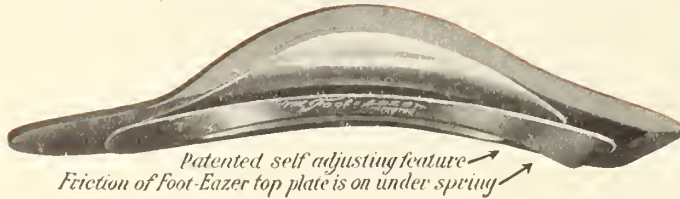
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## JAMES ROBINSON

182-186 MCGILL STREET - MONTREAL, QUE.

# Scholl's Goods are the Best and are Big Profit Producers



"FOOT EAZERS" not only ease the feet and limbs, but by properly balancing the body's weight the natural equilibrium of the body is maintained and everyone can enjoy constant standing or walking.

The Scholl "FOOT-EAZER" is worn inside the shoe, unnoticeably, and no larger shoe is required.

The "FOOT-EAZER" sells at \$2.00 per pair and costs you \$1.00, and dealers located even in the most inconspicuous parts of the country sell from four to twelve pairs of "FOOT-EAZERS" a week.

This means extra profits without increased expense.

Scholl's goods are advertised in all leading magazines and periodicals, which is constantly increasing the demand.



Dr. SCHOLL'S  
*Bunion-Right*  
PATD.

A practical invention that instantly and permanently rights bunion troubles. Made of the finest and purest rubber, very light, flexible and non-irritating to the most sensitive feet. Wholesale, \$4.00 per dozen. Retail \$ .50 each.

Dr. SCHOLL'S  
*Toe-Right*  
PATD.



A wonderful little device, scientifically constructed for straightening crooked or affected joints. Instantly relieves soft corns or corns between the toes. Corrects hammer toes and restores the foot to its natural usefulness. Wholesale \$3.00 per dozen. Retail \$ .35 each.

**You will find these to be among your big sellers. Order to-day either direct or through your jobber. Attractive Window Cards and Illustrated Pamphlets free.**

## THE SCHOLL MANUFACTURING CO'Y

FOOT SPECIALISTS EXCLUSIVELY

283-285 East Madison St.  
Chicago, Ill.

472 King Street West, Toronto

2 Hudson Street  
New York, N.Y.



The Mark of Quality.

## The Mark of Quality

*is indelibly branded (where it won't wear off) on every shoe we make.*

*It carries with it our guarantee—absolute and unrestricted, a money-back-if-not-satisfactory guarantee that*

## Canadian Rubbers

*possess style, wear-resisting, comfort-giving qualities you won't find in any other line.*

## Canadian Rubbers

*will make the dissatisfied customer a stranger to your store and will make you a member of the Never-Worry Club.*

**THE CANADIAN RUBBER CO.  
OF MONTREAL LIMITED**

D. LORNE MCGIBBON, Vice-President and Managing Director

# WILLIAMS SHOES ARE THE SHOES FOR YOU

## BECAUSE

They show the Highest Class of Workmanship.

Your customers will appreciate this fact as soon as the shoes are on their feet.

Williams shoes are made to fit the foot. Don't drive away business by trying to fit feet to ill-made shoes.

## Williams Shoe Company

BRAMPTON - ONTARIO

# 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean and White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**



A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN 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 nickel 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 these 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  trade mark—no Fast Color.

**United Shoe Machinery Co'y of Canada**

OFFICE AND FACTORY : Lagauchetiere and St. Monique Sts. - MONTREAL, QUE.

# THE PRESENT

## An Age of Flying Machines and Specialties

Not wishing to risk our lives in aerial navigation, yet anxious to keep abreast of the times, we decided to specialize—in the manufacture of Misses', Children's and Little Gents' McKay sewn Shoes—with the result that to-day we have admittedly the best solid leather McKay Shoe for children manufactured in Canada.

Be sure you see our Spring Samples of the **"GOODSENSE"** now being shown from the Atlantic to the Pacific by reliable and experienced salesmen.

**KIRVAN-DOIG LIMITED**

The "Goodsense" Shoe Factory

**344-348 Delorimier Ave.**

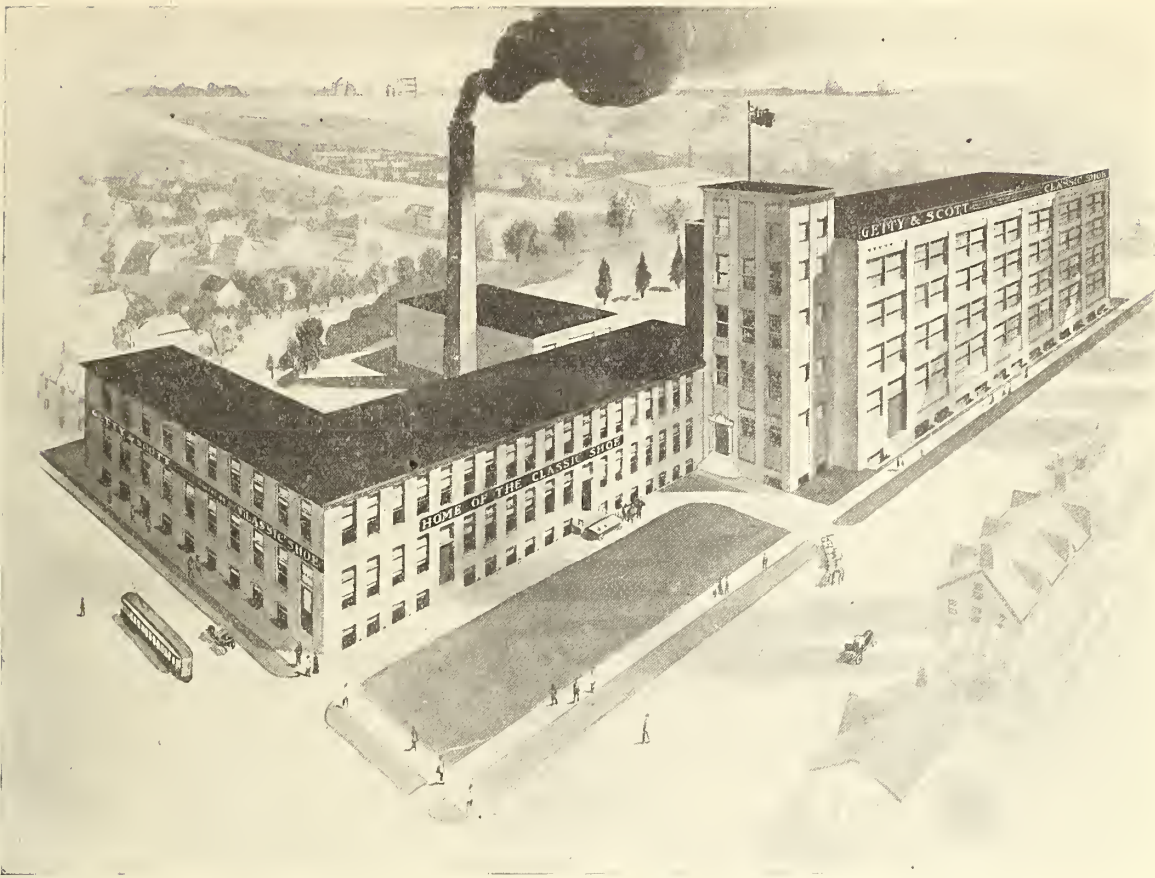
Western Distributors

**W. A. Marsh Co. Western Limited**

**WINNIPEG, Man.**

**MONTREAL**





## THE CLASSIC SHOE SPRING 1911



THE CLASSIC LINE with their peculiar, distinctive style of quality go before the discriminating judges of Juvenile and Growing Girls' Footgear this season with the fullest assurance that the offerings are THE MOST COMPLETE, THOROUGH AND SATISFACTORY we have yet put out and challenge comparison with any similar line in the world. We still maintain the same high standard and it is getting to be a proverb that Classic quality is far higher than the price, which has ever been a source of pride to ourselves and solidity to our customers. Our Salesmen are now in Dealerland with the samples and will call on you shortly with over 300 of the smoothest samples in Turn, Welt and McKay that we have ever produced. Wait and see them before placing your order for any Children's Shoes.

# GETTY & SCOTT, LIMITED

GALT - ONTARIO

# O'SULLIVAN'S SAFETY CUSHION RUBBER HEELS



In all Sizes in Men's and Women's

## Of New Rubber

Soft and Resilient all through, gives an easy, springy tread pleases your customer and brings you trade.

---

**IF QUALITY COUNTS THERE'S ONLY ONE  
THAT'S THE GENUINE O'SULLIVAN**

---

## PACKARD'S "SPECIAL" SHOE DRESSINGS

In all Colors

The Combination Dressings are in still greater demand for the better class trade than ever before. When placing your fall order see that there is an order put in for Combination Dressings.



## OVERGAITERS AND LEGGINGS

If there are any lines you have not placed your order for, now is the time to do it.

---

**Get Ready for that First Customer**

---

Have you received a copy of our CATALOGUE?

It is replete with every description of

**Shoe Store Supplies, Shoemakers' Tools, Infants' Soft Sole Shoes. Turns and McKays in Child's and Misses' Sizes**

Drop us a postal and get a Catalogue by return mail

---

**L. H. Packard & Co., Limited**  
**Montreal**

# CORK SOLED SHOES THAT KEEP OUT THE WET

---

**T**HE DRYFOOT PROCESS has solved the cork shoe problem that for so long was "a thorn in the flesh" of the manufacturer and the dealer. It produces a cork soled shoe that is *absolutely waterproof*. ¶ In this DRYFOOT PROCESS the cork sole is backed with waterproof canvas extending over the entire bottom of the shoe and nearly to the edge of the outer sole. ¶ The DRYFOOT WELT acts as the cork casing and is sewed in at the same time as the regular leather welt, making a one-seam operation. The extra welt (occupying as it does the place between the regular leather welt and the upper, with the stitches passing through, and the tension of the seam pressing the two leather surfaces together), acts like a gasket, serving the same purpose as the rubber ring on a fruit jar. ¶ The result is a *cork soled shoe that keeps out all moisture*, and because of the one seam operation, *adds nothing to the cost*. No special machinery, no hand work, no change of patterns are necessary. ¶ The manufacturer who is not using the DRYFOOT PROCESS, the dealer who is not handling DRYFOOT SHOES, are turning down a big, husky opportunity that is hammering at their doors. Write for further information and list of manufacturers using the DRYFOOT PROCESS.

---

## Walpole Rubber Company Limited

Montreal - - Quebec



All the Bag and Trunk Makers want fancy leather embossed on the

## MOENUS Altera Machine

They reject weak imitations.

Write for the prices on the  
**MOENUS**  
Machine Works  
Frankfurt on Main  
GERMANY

# WOOD-MILNE RUBBER HEELS

Wood-Milne Heels are made from infinitely higher grade of rubber than any other heels, hence there are more WOOD-MILNE heels sold than any others, because they are the best.



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.  
Stocks held by C. Parsons & Son, Limited, Toronto

## **The Character in McCready Shoes**

isn't just a happening. We know what it is to be before the shoes are made.

We put it there—the McCready way, and if it wasn't there the shoes wouldn't, could't leave the factory.

The McCready Character shows itself in distinctive style and durability.

## **McCREADY CHARACTER**

**We Aim  
To Build  
Shoes  
Of Such  
Genuine  
Merit  
The Name  
McCready  
Will  
Always be  
A  
Guarantee  
Of  
Satisfaction**

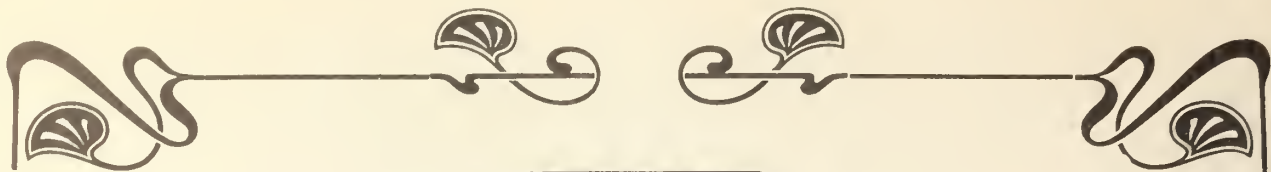
**The James McCready Co.**

Limited

**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH

Vice President and General Manager



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



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

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**United Shoe Machinery Co. of Canada**

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



# THE SURPASS SHOE

THE STAPLE THAT STANDS BY THE DEALER

Yes, Surpass Shoes will wear out—in time. Only good honest leather is used and it is selected for its wearing qualities.

The dealer who has tried this Brand stands by it because it stands by him.

THE LOUIS **GAUTHIER** CO. LIMITED  
QUEBEC, P.Q.





FOR  
SPRING  
1911

“UNICUS”  
— AND —  
“LONG  
LIFE”  
SHOES

☞ All things come to those who HUSTLE WHILE THEY WAIT!

☞ It certainly took some hustling to produce “Unicus” and “Long Life” Lines for next Spring’s trade and so we are looking for “things” in the way of orders.

☞ You’ll fully realize it when you see the nifty attractive styles—absolutely correct, crowded too with quality, same as ever.

☞ There surely will be “something doing” in the shoe selling business where these goods are stocked.

☞ A WORD TO THE WISE IS SUFFICIENT.

☞ You’re wise, so better write us now.



J. B. DROLET & Co.

QUEBEC    ✂    ✂    ✂    CAN.





# HIDES & LEATHER



*leaf* **J. A. SCOTT** *leaf*

566-576 St. Valier Street - Quebec

**RIDEAU**

# RIDEAU

## FOR ALL

Nothing is left to take care of itself in the manufacture of RIDEAU SHOES. A personal hawk-eyed supervision leaves nothing to chance and assures perfect workmanship in every detail.

The RIDEAU SHOES are examples of good taste showing standard ideas in all the correct styles without going to extremes.



No. 355.  
"Highball." Men's, Patent \$2.75, \$3.00;  
Velour or Gun Metal \$2.65, \$2.90.

### 100 LINES

YOU HAVE NO NEED  
IN BOOTS AND SHOES  
THAT WE CANNOT FILL  
FROM OUR LARGE RANGE



No. 308.  
Tremont Last. Men's, Velour \$2.65, \$2.90;  
Patent \$2.75, \$3.00.



No. 385.  
"Rex." Men's, Oxford Velour and Gun  
Metal \$2.60, \$2.80; Patent \$2.70, \$2.90.



No. 380.  
"Elect." Men's Patent Ties \$2.80, \$2.90;  
Velour and Gun Metal \$2.60, \$2.80.

## FOUR NEW LASTS

PYRAMID  
(High Toe)

COLONIAL  
(Straight Last)

# The RIDEAU SHOES

MONTREAL

# LINE S



## HE TIMES

Priced at \$3.50, \$4.00 and \$5.00 they are mighty sellers with ordinary everyday people (the large majority of consumers.)

RIDEAU SHOES are made for service, to satisfy your customers, not for show. At the same time they look as well as any.



No. 384.

"Classic." Men's Blucher Oxford, Orthopedic Last, Tan Calf \$2.80, \$3.00; Patent \$2.80, \$3.00.

No. 375.

Men's Button Oxford, Tan Calf \$2.80, \$3.00; Patent Tip or Plain \$2.80, \$3.00.



No. 388.

"Pyramid." Men's Button Boots, Patent \$3.00, \$3.25; Tan \$3.25, \$3.50.

## 12 LASTS

IF THERE IS A FOOT WE CANNOT FIT, IT WILL TAKE A MADE-TO-MEASURE SHOE TO DO IT

## FOUR NEW LASTS

BANKER

(Very Broad Straight Last)

ELECT

(Narrow High Toe)

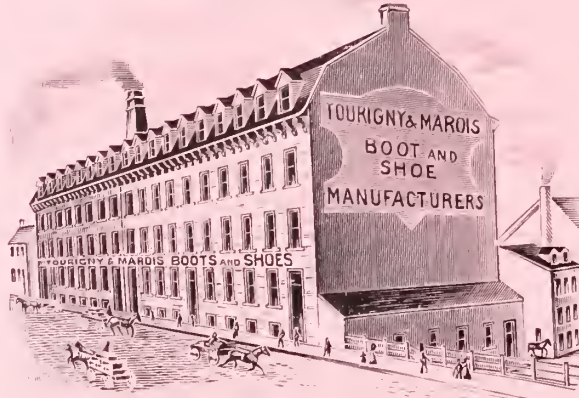
## COMPANY, Limited

CANADA



No. 324.

"Tramp." Men's Blucher Bal., Tan Calf \$3.00, \$3.25; Velour \$2.60, \$2.90; Patent \$2.75, \$3.00.



RUSH ORDERS  
SHIPPED  
IN TEN DAYS

RUSH ORDERS  
SHIPPED  
IN TEN DAYS

# SPECIALTIES

## FOR THE JOBBER



No. 314—Men's, Boys', Youths', Little  
Gent's Blucher Bal. Box Calf, Mat Calf  
Top, McKay and Standard Screw.



No. 78—Women's, Misses', Children's  
Blucher Oxford, Dongola, Patent  
Tip, Mat Calf Top, McKay.



No. 9—Women's, Misses', Children's  
Blucher Pals, Dongola, Patent Tip,  
Mat Calf Top, McKay.

### THESE ARE A FEW OF OUR LEADERS

☞ The last year has been the best in our history. Why? Our goods are always up to standard—always up to sample—always the best we can make. Deliveries prompt and just as promised. Are you carrying our profit-bringing samples for next spring? You can get them from the leading jobbers from coast to coast. ☞ ☞ ☞ ☞

# Tourigny & Marois

12, 14, 16 Arago Street, QUEBEC, P.Q.

# JUST A SPRINKLING

FROM THE

## LINE OF GOOD ONES

FOR

# SPRING NINETEEN 'LEVEN



## 20th Century, Keen-Kut and Great West Shoes are a Mighty Attractive Proposition

☐ For in addition to having real style as well as being made to *wear* they are true prosperity bringers. They are real leather shoes built on attractive up to the minute models and *sold direct to the Retail Trade—not handled by jobbers.* Will you stock them for Spring?

MADE BY

# THE C. E. McKEEN COMPANY

Makers of Fine Shoes in Welts and McKays

QUEBEC

QUEBEC



# A GREAT LINE FOR THE JOBBER



No. 1681. Tan 10" Hunting Boot  
 No. 1683. Black 10" Hunting Boot  
 No. 1680. Tan 16" Hunting Boot  
 No. 1695. Black 16" Hunting Boot

These two  
 will give  
 you some  
 idea what  
 the rest  
 are like



No. 1684. Tan Blucher Bal.  
 No. 1746. Black Blucher Bal.

## J. S. LANGLOIS & CO'Y

1120 ST. VALIER STREET

QUEBEC



"WHERE QUALITY COUNTS. WE WIN"

TRADE



MARK



THE  
SHOE  
WITH  
THIS



## "BRAND - ON"

HAS MERITS TO STAND ON

OUR TRADE MARK on the sole of a shoe means that in the building of our shoes, we use only the best materials and give every detail the most careful attention.

We can, and are building up a business in men's fine shoes to retail at from four to five dollars.

QUALITY is our foundation, and we therefore govern ourselves accordingly.

Nor have we overlooked style. For SPRING 1911, we have added a number of new Lasts and Patterns, direct from the largest American shoe centres, and are now showing a line that is on a par with anything on the Continent to retail at \$4.00, \$4.50 and \$5.00.

Isn't this the LINE You want to handle? Our travelers are now out with samples. See OUR LINE before placing your Orders for Spring.

## "BRANDON"

SHOE COMPANY, Limited

BRANTFORD : : ONTARIO

A SIGN  
—OF—  
THE TIMES



SPRING TIME  
—IS—  
NEW-SHOE-TIME

with EVERYBODY. From all indications  
the season of

SPRING 1911

is going to show a record-breaking de-  
mand for "Classy" footwear. We have  
the goods so let us

Help You to Prosperity

Our "ever-onward" policy has pro-  
duced for Spring Trade such a combina-  
tion of Style, Foot-ease and Wear-proof  
Quality as you've never seen before.

**McLAREN & DALLAS**

Wholesale Distributors of Boots, Shoes and Rubbers

30 Front Street West - Toronto, Ont.

One of our representatives will call on you  
shortly with the New Spring Samples. The  
time spent with him looking them over will  
prove a double-dividend investment for you.



# A SIGN OF THE TIMES

## Our Stock for Fall Sorting

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Is most complete and includes the well-known brands of "Imperial," "Beaver" and "Maple Leaf" High Grade Leather Shoes and "Maple Leaf" Rubbers, also "Maple Leaf" Brand of Oil Tanned Larigans—Elmira Felts, Tricketts' and Hirst's English Slippers and Men's Fine Leather Slippers in black and chocolate kid for Christmas trade.

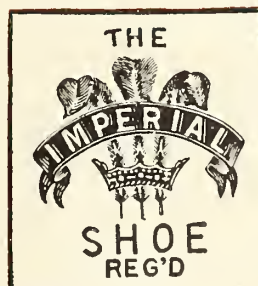
Samples sent on application  
Rush orders given special attention

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## McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers  
30 FRONT STREET WEST, TORONTO, ONTARIO





Style No. 0612

Style No. 0643

Style No. 690H

Style No. 0626

Style No. 617

*Introducing the New*  
**SPRING STYLES**

---

No. 0643—H. B. Russia calf, Dixie tie, Tuxedo last, new pointed tip, 1¾ inch heel, welt.....	<b>\$2.50</b>
No. 0626—Dull Calf, cuff link Toga tie, new Berkshire last, short wing tip, 2 inch heel, welt.....	<b>\$2.75</b>
No. 690H—Cairo cloth pump, Mohair bound upper edge, 2 inch wood Cuban heel, welt.....	<b>\$2.25</b>
No. 617—Mat kid top, patent colt, one strap, two button pump, Rochester last, new pointed heel fox, 1¾ inch heel, welt.....	<b>\$2.50</b>
No. 0612—Mat kid top, patent colt, circle fox, three eyelet Oxford, Plaza last, new pointed tip, 1¾ inch heel, welt.....	<b>\$2.50</b>

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☞ Utz & Dunn Co. salesmen have started out with the samples for the spring, 1911, season. They are showing the most complete and the best line which this house has offered. The snappiest styles, the latest designs and first-class materials, go to make this line the best value that could be offered for the money anywhere.

☞ “Best Value for the Money”—that is our one claim, and we have always stood ready to prove it. The evidence is in the shoes. Look them over and we will be willing to abide by your verdict.

☞ Our spring style booklet will show you just what is proper for next season in high grade shoes for women, misses and children. We would be pleased to send you a copy.

**UTZ & DUNN**

29 CANAL  
STREET

**Rochester, N.Y.**

# TILLEY'S Shoe Store Specialties



## Overgaiters

**For Men and Women**

¶ The coming of the colder weather will bring a big demand for these goods. We have something nice to show you.

## Child's Leggings

¶ Mother says the youngsters must get the fresh air even if the weather is cold and the snow deep.

¶ Stock well from our line of leggings and mention it in your advertisements and you'll be surprised how they will sell and bring other business too.

## Wool Soles

¶ Soft, Cosy, Comfortable and Warm. Let us send you a supply. They sell quickly in cold weather and you know how the sale of a pair leads to other and bigger sales.

# CHAS. TILLEY & SON

MANUFACTURERS AND IMPORTERS

160 Bay Street - TORONTO - 160 Bay Street



THREE SOLES MUST  
WEAR OUT

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO

BEFORE THE FOOT  
GETS WET

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## *It Surely Keeps Us "Humping"*

To fill the fast-increasing orders for

### The "Doctors" Anti-septic

A specially-stitched goodyear welted shoe with three soles, including the anti-septically treated thermal asbestos centre sole. Both soles and uppers are thoroughly Waterproofed so that the Doctors Shoe is absolutely INSULATED AGAINST COLD AND MOISTURE. **♣** Made in New Shade Tan, Winter Calf, Chrome Box Calf and Chrome Black Storm Calf.

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THE TEBBUTT SHOE & LEATHER CO.

THREE RIVERS, QUE.



*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE

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*It's Cornless — It's Comfortable*

And it's bound to please

**The Professor Gold Cross**

Shoe has uppers made of the finest, softest kid that money can buy. It is built on shapely Foot-ease lasts E, EE, EEE, and so fitted that corns simply can't grow in this shoe.

☑ A specially-constructed MEDICATED, CUSHIONED INNERSOLE gives a soft, easy tread that makes the hard pavement feel like a rug on the parlor floor. ☑ TELL YOUR JOBBER YOU WANT TO SEE THE PROFESSOR.

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**THE TEBBUTT SHOE & LEATHER CO.**

THREE RIVERS, QUE.

# PHILIP JACOBI



## EDWARD'S ENGLISH WATERPROOF DUBBIN

The greatest leather preservative on the market. :: :: ::



## ORDER EARLY

Tailor-Made  
Overgaiters  
and Leggings

Solid comfort for  
Fall and Winter



PHILIP JACOBI Sole Manufacturer

5 WELLINGTON STREET EAST, TORONTO

# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 9.

TORONTO, SEPTEMBER, 1910.

\$1.00 per Year.

SUBSCRIPTIONS, Canada or United States, \$1.00 per annum in advance; to Great Britain and Countries in Postal Union 5s., prepaid. Advertising Rates on application.

ACTON PUBLISHING CO., Limited, Publishers

Office of Publication  
59-61 John Street, Toronto, Canada  
James Acton, President and Managing Editor Phones Main 7427, 7428

TO avoid delays address all communications and make all drafts payable to the Company.

## Current Comment

The general outlook at the moment is most encouraging. Industrial and commercial centres, in spite of its being between seasons, report unwonted activity. In some lines factories have been busier than they have been for four or five years.

Stocks throughout the country are on a most conservative basis and it is expected that as soon as the fall season opens up everybody will be busy. It is feared that some merchants may fear to anticipate their wants for spring until agricultural conditions are more assured and on this account some wholesale establishments are not pushing trade, especially in the West, as early as usual. The general feeling, however, seems to be that the country has just now too much headway on to be affected seriously by a slight prospective shortage in the cereal crop. It will take a full year to give effect to any serious setback.

Harvesting is in full swing out in the West and until the crop is all gathered in it will be difficult to get anything like an approximate idea of the results. From some quarters rather gloomy predictions emanate, while from others correspondingly encouraging reports have been received. On the whole a falling away from first estimates may be expected, but it is safe to say that fully sixty per cent. of the original expectations will be fulfilled. With the increased acreage the entire yield ought not to fall very

much short of last year's mark. Other parts of the Dominion promise so well that there need be no uneasiness with regard to general conditions. Ontario will have the largest cereal crop it has yet known. When everything has been safely gathered in the barns and storehouses will be fairly full.

Some of the "best blood" of New York are considerably worked up by the rumor that the negro pugilist, Johnson, is purchasing a "brown stone mansion" and is coming to live in their midst. It is one of the ironies of fate that this son of a black slave should, through the "manly sport" no doubt encouraged by these metropolitan high-flyers, sit down and rub elbows with them. Not that his color matters a particle for he may be a great deal better man inside, but the whole thing illustrates the fact that although birds of a feather flock together, those of strange plumage often mix from a similarity of instinct or occupation. It certainly is most amusing to find this black man, who seems to be more animal than anything else, setting up his palatial establishment in the very centre of Gotham's foremost and most seclusive citizens. We hope both he and they will enjoy this result of the "levelling" tendency of modern "sport."

In this country and in the United States lives seem to be held in much lighter regard than in Europe. Every year a long list of those killed by railroads and in the construction of public highways is piled up. In England it is almost an unheard of thing that a man should be killed crossing a railway track. The highway is most carefully guarded, at considerable expense, it is true, but with what saving

**Business Outlook**

**Johnson's Neighbors**

**Crop Outlook**

**Lives are Cheap**

of life where the traffic is so much heavier than here! Almost every week one reads in our papers accounts of the loss of life through the use of explosives in railroad and canal construction. Sufficient precautions are not taken by construction companies to guard the lives of those who for a mere pittance place themselves in the hands of those who are more concerned about making money out of their contracts than in protecting human life.

Human nature is a strange mixture. Side by side with a horror of crime, for instance, there lurks a shamefaced curiosity to learn the gruesome and often disgusting details of the act. The fact that a cheap theatrical company wired an offer of a thousand dollars a week to the foolish young woman connected with the Crippen affair is but indicative of the morbid craving of the human mind for hearing or seeing the minutest circumstances in connection with other things as well as crime. Even good people find themselves following this bent and find it necessary to bring themselves up with a sharp turn. It is not a good thing to let this lower instinct control us and it is rather a pity that newspapers encourage rather than seek to curb it.

A revelation has recently come to the English government in the tremendous falling off in excise receipts attributed to the large increase in the duties on spirits. Temperance advocates, led by the Minister of the Exchequer, Mr. Lloyd George, claim that the result shows a substantial check to the consumption of intoxicating beverages and say that the revenue will be more than made up in the results achieved by this new agency of moral reform. On the other hand the liquor interests insinuate that the heavy duties are promoting the greater activity of the illicit still and the "blind pig." This latter contention will hardly hold water, as without doubt the efforts of excise officers to get all that was coming would be equalled by their vigilance in watching for illegal methods of production, importation and distribution.

Within the past year there has been a recurrence of the severe attack of the "merger" malady from which this country suffered a few years ago. Few of these commercial amalgamations originate in any real necessity developed by the industry represented by the concerns brought together, although there may be some of them that bring advantage not only to those interested but the public at large. As a rule they are the product of the stock jobber, who makes handsomely out of the transaction as do some of those whose names are to be found in the list of officers and directors. When two or more concerns unite their experience, equipment and business forces they ought to be able to do business more

effectively and more economically, and as a result the public ought to derive some benefit as well as the shareholders. It is to be feared, however, with most of these amalgamations that the sentiment attributed to Vanderbilt still holds good—"The public be d——."

The difficulty of escaping the results of crime is once more illustrated by the arrest of Crippen at Father Point the other day. Further, the failure of the criminal to either do or leave undone some important thing in the covering up of his tracks is brought out. Instead of taking a large steamer and escaping the scrutiny that a small ship means to every passenger, he courted discovery in his very attempt to hide upon an obscure boat. It is said that the squeezing of his hand by his supposed son aroused suspicion as to the relations of the two and led to further espionage revealing the fact of the young woman's sex. So the chain of circumstances slowly involved the fleeing suspect and his disguised companion and culminated in their arrest on the St. Lawrence. It is hard to get away from the Nemesis of law.

The kind of men who aspire to be policemen are not usually of the type from whom great judgment is to be expected. Even if they were, the very nature of their occupation seems to warp their discernment to no inconsiderable extent. Mayor Gaynor, of New York, has inaugurated a crusade against the stupid policemen and some of the results of his investigations are most interesting. Boys were arrested for throwing a rubber ball on the street, men for disputing with their sisters-in-law, neighbors, or drinking beer out of a can and all such rubbish. Mayor Gaynor wisely points out that in many of the arrests made a word of caution, a little advice or a little discriminating blindness on the part of the policeman might have saved the ignominy of arrest to those concerned and needless expense to the community.

This chase after the North and South Poles which has cost so many lives and so much money seems to be, if harmless and scientific, at least wasteful and foolish. If any tangible good were to eventuate either to man or science, little objection could be taken, but for every scientific point established a dozen lives have been lost and as many more families plunged into misery and want. There is a certain amount of satisfaction in braving darkness and cold as demonstrating the self-sacrifice and bravery of the average human heart, but there is not half the self-sacrifice and bravery that the humble missionary exhibits who leaves home and friends for the heart of Africa, while there are results in the uplifting of the race in these missionary expeditions that cannot be compared with the astronomical data and collection of flora and fauna that are the usual result of an Arctic or Antarctic expedition.

### The Nemesis

### Foolish Arrests

### Foolish Expeditions

### Morbid Curiosity

### British Spirit Tax

### Merger Epidemic



## Stray Shots

You can tell a man as well as a boy by the kind of thing he calls "sport." The boy who takes "fun" out of putting pins or tacks on his schoolmate's seat and who thinks it great sport to tie cats together by the tails or attach cans to terrified dogs, has his counterpart in the man who takes amusement out of a cocking main, the prize fight, or in getting intoxicated and yelling himself hoarse in a hack driven furiously about town. The kind of "fun" that is got at the expense of some dumb animals' torture or that in its procurement wounds the feelings of man or beast, is not worth powder to blow it over Gilroy's barn. If you have to make yourself a brute or an ass in order to get up a laugh, you may be sure the laugh is not worth the name. If your "sport" means mischief, although it may not get you into the place you belong, it will place you in the class that decent people shun. "It is as sport to a fool to do mischief."

The thief is ever haunted by fear of the strong arm of the law. The cheat is always guarding against being cornered. The bawd is in terror of being found out by his friends and exposed by his enemies. Conscience makes not only cowards of evil-doers, but draws down upon them the merited vengeance. "The fear of the wicked, it shall come upon him." The expected will happen. Your sin will find you out. Your very anxiety to prevent discovery will be the means of your undoing some day. That which you fear will occur sooner than you think. It is one of the inexorable laws of nature, as well as of heaven, that "whatsoever a man soweth that shall he also reap." It may sometimes appear that the law does not hold, but it is no less sure in its work though it may be slow. "The fear of the wicked, it shall come upon him." The man who does wrong knows himself that he must bear the penalty of his wrongdoing.

It is never the upright, respected man who stabs his neighbor in the back. It is always some contemptible pimp who has no conscience or morals himself who prates about the mistakes and failings of others. When you find a man talking volubly about the hypocrisy of those in the church, or sneering contemptuously at the honor of some business man who stands high in the community, you may put it down that he is a rascal. The scoundrel would like to drag all others into the mire in which he has his being. He can no more abide a good man than bats can enjoy sunshine and good air. Have you the bat instinct? Do you show the bat nature? Do you love to haunt the place of moral cobwebs and darkness? "An hypocrite with his mouth destroyeth his neighbor." Do you fatten, like the vampire, upon the life-blood of those your evil tongue destroys by its venom? Do you pass in the category for a man and in the church for a Christian, while you are a common reputation sneak thief?

Pride makes such asses of most of us. Sometimes it is amusing, sometimes tragic. A woman commenting the other day upon churches, said that she did not understand how cultured people could attach themselves to a certain denomination, it was composed of such "common" people. This same lady's father was originally a peddler, who from carrying his wares from door to door gradually became the owner of a little shop and at

last of a large business. As long as he lived he attended the little chapel that was his spiritual home in his days of small things, but his daughter married a lawyer of some prominence and had to have her church associations as well as others "corrected." This kind of pride stinks to heaven. It is sure to have a fall. "When pride cometh, then cometh shame." If you encourage this spirit it will breed disaster. You will be set down so hard some day that you will have to think two or three times where you are "at." What has any of us to be proud about anyway?

Sometimes we are led to imagine that the "hooligan" element around us is stronger than it is. It is a comforting thing to be reminded now and then that there is an abounding wholesome element even in our large cities that when aroused will assert itself in no uncertain manner. New York, Montreal, and even San Francisco, give abundant proof of the fact that the canker of crookedness and graft has not utterly destroyed the public sense of right. "When it goeth well with the righteous the city rejoiceth." There is not a city in the civilized world to-day that will not respond to worth on the part of any citizen who seeks endorsement of this virtue. People are not so degenerate at their very worst but that they will appreciate good. Men of varying creeds, politics, prejudices or attainments will unite to do homage to one whom they believe to be sincerely devoted to right and the interests of his fellows. It is a good thing to remember this fact when we are tempted to think that things are going to the devil.

Don't be "mealy mouthed" when your neighbor asks you to discount an accommodation note or endorse for him. When the time comes for payment and the others have not the necessary wherewithal to discharge it, the bailiff will as cheerfully take it out of your household effects as he eats his dinner. The time to quit doing this kind of thing is before you take up the pen. "He that hateth suretyship is sure." The world is strewn with wrecked businesses and homes, the result of a man's failure to say "no" to the tempter. When a man asks you to back up his note, give him a cheque for the amount if you can afford to lose it, and call it "found money" if you get it back. Even then you stand a good chance of making an enemy for life. There is no enmity-promoter like lending money.

Give your neighbor credit for brains, if not for honesty. There are some men who act as though all the world were fools but them. They are badly deceived in both cases. "He that is void of wisdom despiseth his neighbor." Some day you will awaken to find that the man you discounted has given you something to turn over in your "think tank." The wise man despises no one, and is willing to gather wisdom from the fool as well as his wiser brother. Some of the most insignificant men in appearance have developed into the world's mightiest leaders. Who would have thought of the little Corsican Corporal becoming the dictator of Europe? Who could have guessed that the lanky, ill-kempt Lincoln would have been one of the greatest Presidents of the Republic? Who dreamed that the quiet, studious French farmer's chore-boy would one day be Premier of this great Dominion? As a matter of policy, do not discount your neighbor. Take into account his potentiality for good and evil.

*Solomon*



— BE A —  
**“WINNER”**

Don't follow the crowd,  
 handle our lines and

**LEAD THE WAY**

We specialize in Children's  
 solid Leather Footwear.

**WINN & CO**  
 MILTON - CANADA

**WHERE  
 AMHERST  
 MAKE  
 EXCELS**

**7 POINTS  
 OUR GUARANTEE  
 ON EVERY PAIR**

¶ After all has been  
 said, the final test of  
 a Shoe is its Wear-  
 ing Qualities :: ::



**THE  
 Lester's  
 SHOE**

being made of solid leather is not  
 only a wearer, but also a trade  
winner and business builder

**L. HIGGINS & CO.** Moncton  
 Yarmouth  
 Halifax

# Hints on Catalogue Work

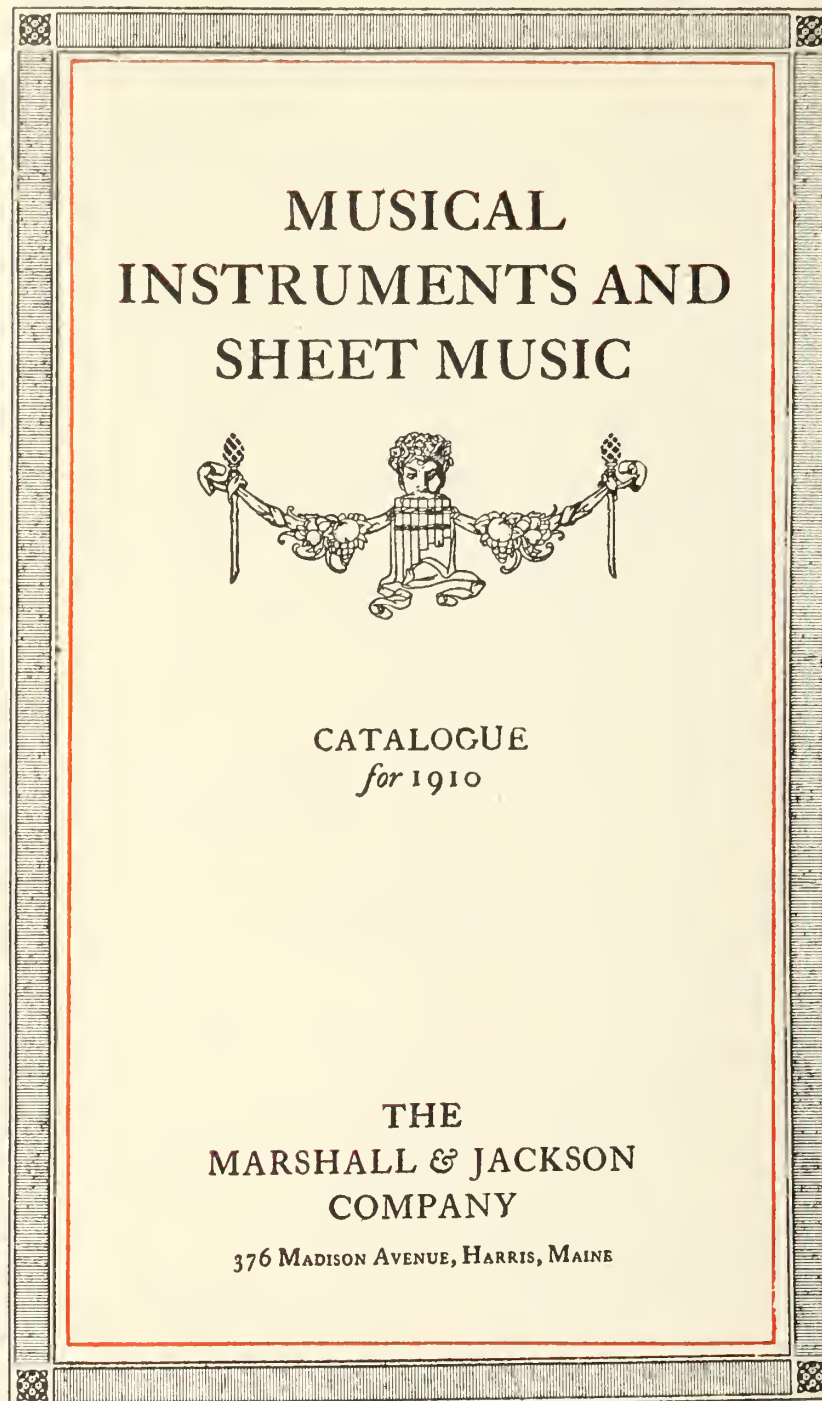


No. 1

There is no variety of printed advertising, probably, which is subject to greater variety of form than the booklet. The object, in many cases, seems to be to get the queerest or most unusual combination possible. A simple, folded-over cover, attractively printed, however, can never be objectionable, on the score of being hard to open, at least. The way ordinary books—both blank books and printed ones—are made to open is a pretty good style for advertising booklets. There are many people who hold that to catch the attention of a busy business man you've got to hand him out something so different that it forces him to take notice. In opening the morning's mail, if the business man comes across something that is so intricate that it will apparently take some minutes to merely get it open, he is

## The Booklet

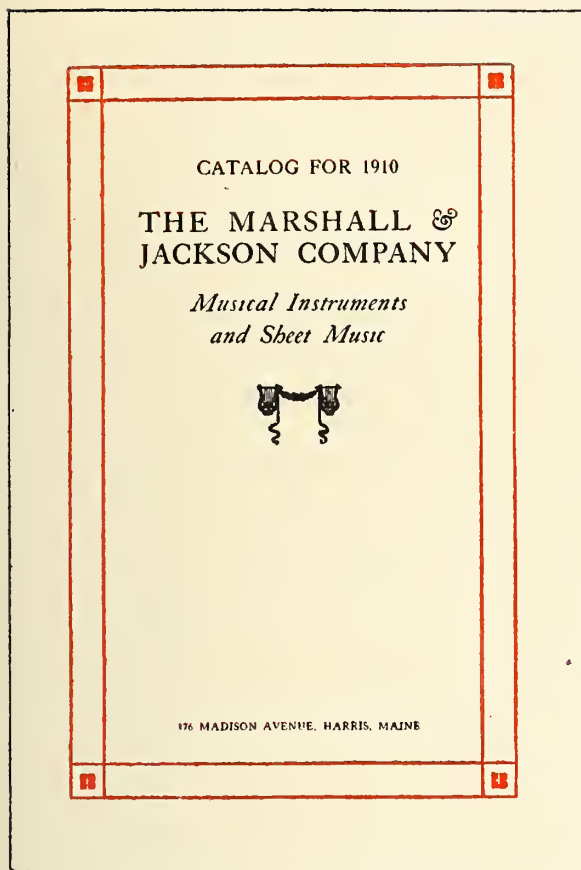
very likely to lay it aside for "future reference," and sometimes it's a terribly long way in the future before he refers to it again. The idea of simplicity again. People are in the habit of opening books a certain way, and in the long run it pays to make advertising booklets open that same old way so they can get inside quickly. Just how big you make the booklet depends upon circumstances and the proposition in hand. In one printer's experience, a large percentage of the successful booklets that have been gotten up in the past few years have been  $3\frac{1}{4} \times 6\frac{1}{4}$  inches in size. That just exactly fits in an ordinary  $6\frac{1}{2}$  envelope, with a comfortable amount of space for the accompanying letter and other enclosures. But some people who claim to know, say that when a proposition appeals to women, a big, flat booklet can be profitably used, because women lay the booklet down somewhere—on the table, for instance—while men usually stuff them in their pockets, or in a pigeon-hole of their desks. At any rate it would be safer to risk a booklet that was thought to be too little than one that was too big. Piling a booklet up with a lot of other booklets is fatal to the proposition in hand. A bunch of booklets is much more liable to get side-tracked for future reference than one which presents an attractive and readable appearance. Cut No. 1 illustrates a most attractive little four-page folder or booklet. This is striking in design; that is, the title stands out strongly, is well-balanced and produces a most favorable impression. The advantage of a design like this is that it is all set up by the compositor, takes the minimum of time to do it, and requires no expensive plate or etching. If many impressions are to be made an electro is advisable. The cover in the present instance was a white "crash" paper,  $3 \times 6$  inches. The outline was a dark blue with the body of the letter in purple. The body of the booklet was printed in a deep blue, altogether giving a very rich appearance. A booklet cover should never be overloaded with either type or ornamentation. The wording should be terse and to the point, and should, generally speaking, be suggestive of the contents. Some favor the use of titles which serve to arouse curiosity merely and give no suggestion of what is inside. The test in all such cases is, will the title appeal to the class of reader it is desired to reach, and lead to a perusal of the contents of the booklet? Cut No. 2 is another all-type design. This is well-balanced, is given plenty of room, and has just the right amount of ornament and rule. This design was given first place in a contest by the Inland Printer. A point to notice is the promi-



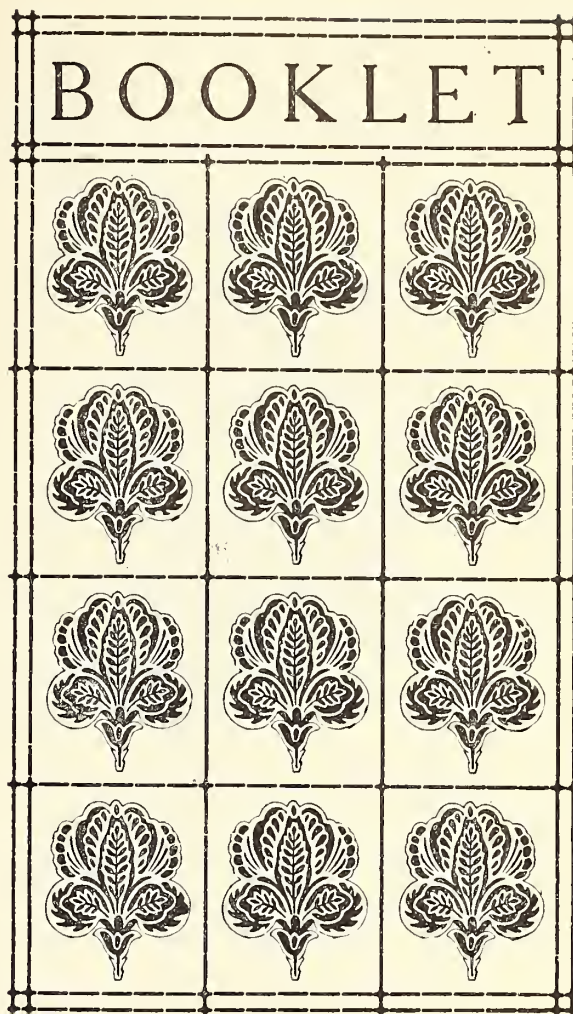
No. 2

nence given to the heading suggesting the contents. A large number of entries were made in this contest and a display of a couple of dozen of the best designs shows the difficulty which must have been encountered in making a selection. Illustration No. 3 is a design which was given thirteenth place. This was in two colors, the inner rule and ornament being in orange or other suitable tint. This is an excellent style of design, also consisting entirely of print-shop material. The prominence given the firm name is probably one of the points which were taken into consideration.

The ornament seems appropriate and the design well-balanced. No. 4 is a print-shop design, consisting of both type and ornament. This seems rather too heavily plastered with ornament, although it is a piece of very careful work, the broken rule being very nicely arranged. The ornament in a very delicate tint might possibly produce a very good effect. This would have the effect of toning it down. Very little type would be permissible with a cover of this style. The booklet, like the catalogue of larger dimensions, is applicable to a business of any size or kind, and makes



No. 3



No. 4

an excellent means of specialty advertising. When used by the store with many departments, it becomes a means of announcing special occasions, or of supplying periodical instalments of store news. Seasonable specialties are also brought to the reader's attention in the same way.

The names should not be taken from the directory, for that would mean a big percentage of waste.

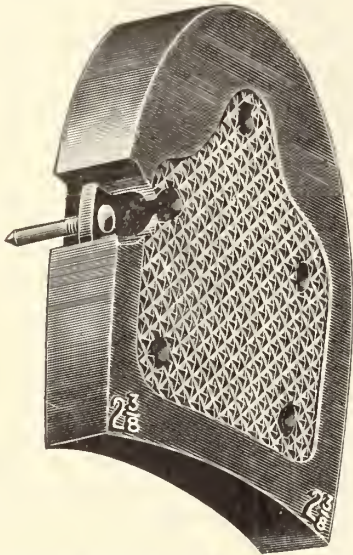
**A Bona Fide Mailing List** They must come from a source that promises profit. A most feasible plan of procedure is the following:

Instruct the clerks to get the name of every person who makes a purchase, stating to the person that it is the desire of the firm to send out when ready a very handsome calendar, or some other favor, and get each purchaser to suggest the names of other traders who would be pleased to receive the favors also. By this means the merchant would get the names of people who are actually spending money continually, who are the traders of their separate families, and he would get their right names and addresses. In the larger stores there would be no

difficulty in getting in enough names to start a splendid mailing list which would be augmented as time went by. But the smaller stores would perhaps have to resort to some other means of getting good live names. So much for the list. Now for its use. Get together a big supply of general, genuine bargains and print them into an attractive circular to send to the mailing list with an accompanying letter explaining that "a big supply of exceptional bargains has been gathered for quick sale. The profits are so small that it will not pay to advertise, so we have sent special notification to a selected list of our regular patrons who may secure the articles at the greatly reduced prices quoted. None others than those notified may purchase these special bargains, so all are advised to bring their letters with them to assure identification." The secret is to get a bona fide list first; not a lot of "deadwood," but people who continually use what you trade in, then to work the people on it up to that pitch where they expect something of interest every time the postman brings a letter or announcement from the store.

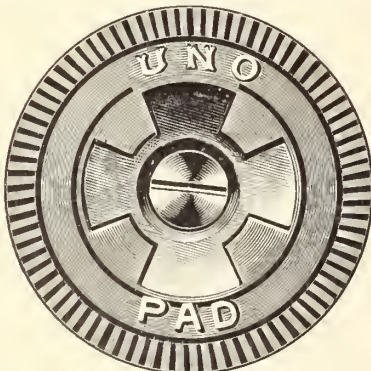
## RUBBER HEELS

Unequalled for Price and Quality



Ladies 5, Gents 7 per dozen pairs

**Liberal Discounts  
For Large Quantities  
For Export.**



Ladies 2, Gents 4 per dozen pairs

**Customer's Own  
Designs  
Carried Out.**

THE  
**Lancashire Revolving  
Heel Co. Manchester Eng.**

## CHEAP LEATHER

The one CHEAP leather to-day is **WAXED SPLITS.**

Some people would rather buy a cheap shoe if they knew it combined reasonable comfort with greater wearing quality than can be had in any other shoe.

Some people *must* buy a cheap shoe. Why not give them a cheap shoe made from our Waxed Splits? They are soft and mellow and remain soft in the shoe; our special stuffing process insures this.

They are strong and will wear like iron.

*Lastly*, Mr. Manufacturer, they are so cheap they will make you a big profit if you push Split Shoes from our line.

Ask our representative or write us for particulars.

Flexible Splits also in all substances.

**A. DAVIS & SON**  
LIMITED  
KINGSTON - ONTARIO

# SPRING STYLES 1911



## THE DERBY LINE

### OF SPRING STYLES

Is not a rehash of resurrected "dead ones." It comprises new lasts and designs that will appeal to all dealers looking for up-to-the-minute business-getters.

LET US SHOW YOU.

MURRAY SHOE COMPANY, Ltd.

LONDON, CANADA



"A WOMAN'S SHOE OF DISTINCTION"

¶ Your customers demand not only the best of materials in their footwear but also the latest styles and effects.

¶ With the CLEO line you can easily satisfy your most particular customers.

¶ CLEO shoes are style leaders, not followers.

---

# CLEO SHOE COMPANY

LONDON, ONTARIO



# Protects the Whole Shoe



## Metallic Heels <sup>a</sup> <sub>n</sub> <sup>d</sup> Counters

(MADE OF STEEL)

Afford the best kind of protection for all shoes which are subjected to the roughest kind of wear. There cannot be any running down at the heel or broken down counters where they are used.

They do not add to weight, but increase the wear and satisfaction many-fold.

We shall be very glad to send full and complete information, upon request.

### United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Streets, MONTREAL, QUE.

**Solid Leather School SHOES**

Of present leader for girls is a neat Box Calf Blucher in a comfort-fitting low heel style.

Misses' sizes, 11, 12, 13, 1 and 2 ... **\$1.65**

For big girls, Sizes 2½ up ... **\$2.00**

This is a line of more than ordinary value.

**Rowland Hill**  
RELIABLE FOOTWEAR.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**"DREADNAUGHT" BOYS' SHOES**

**\$1.50 and \$2.00**

Another large shipment of these Solid Box Calf Bluchers came in yesterday.

Sizes 1 to 5½ at ... **\$2.00**

Sizes 11 to 13 at **\$1.50**

More for the money in style, comfort and service could not be put into shoes.

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**GET YOUR RUBBERS 3 NOW**

Have them properly fitted over dry shoes, and you will have better satisfaction.

We have protected ourselves and our customers, by buying largely before the great advance in price, so can offer new and worn goods at last year's prices. Guaranteed.

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Rubbers**

4 We know which kinds are best. We have them.

We know how to fit you properly.— We do it.

Almost everyone knows that our prices are lowest. Do you?

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Two Shoe Beauties**

**Patent Colt**

**FOR WOMEN**

A very nobby 5 with Goodyear welt soles, patent facing and wing toe caps. **\$3.50**

**FOR MEN**

A swell, straight-forward glove calf, panel top blucher, doubles soles. **\$4.00**

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**"Canadian Beauty"**

**A Right Good Shoe for Women**

**\$3, \$3.50, \$4**

The new goods we open include some of the best.

Patent Colt, Velour Calf, Vici Kid and Tan Russia Calf.

Special for present wear

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**A \$3.50 SPECIAL SHOE FOR MEN**

A High-Class Tan Grain Blucher, Goodyear Welt, Double Soles, Perfect-Fitting, New, Nobby Shape.

Something out of the ordinary at the price, and very suitable for present wear.

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Police! 8**

Every policeman should see our Box Calf Shoes, Leather-Lined, with plain, wide toe and extra heavy Goodyear welt soles, at

**Three-Fifty**

Then we have the same quality at the same price, in a neat Blucher style, with toe caps.

**\$4.00 values for \$3.50**

**Rowland Hill**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Three Words About Our RUBBERS**

We handle nothing except first quality Canadian made goods, and guarantee pair.

We take special pains to fit you properly and give you a rubber suitable for the wear required.

We bought our season's stock before the recent big advance in price, and propose to give you the benefit.

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**RUBBER PRICES**

There is a rock-bottom price below which is impossible to go and sell reliable goods. That is where we are at. Our customers get the benefit of our spot cash buying in large quantities, and we sell nothing that we cannot guarantee.

**ROWLAND HILL**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Economical Shoe Buyers**

11

Four leaders for men—**\$1.65, \$2, \$2.50, \$2.75**

Four in boys' sizes—**\$1.35, \$1.50, \$1.75, \$2**

Two styles for ladies—**\$1.50 and \$2.00**

Hockey Skates—**40c, 90c, \$1.25, \$2.00**

Hockey Sticks—**10c, 15c, 25c, 50c**

Pucks at **10c and 20c**

Our Hockey Shoes made to our order, we're sure you'll like them. Skates put on free.

**Rowland Hill**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Popular Prices On Hockey Shoes**

Four leaders for men—**\$1.65, \$2, \$2.50, \$2.75**

Four in boys' sizes—**\$1.35, \$1.50, \$1.75, \$2**

Two styles for ladies—**\$1.50 and \$2.00**

Hockey Skates—**40c, 90c, \$1.25, \$2.00**

Hockey Sticks—**10c, 15c, 25c, 50c**

Pucks at **10c and 20c**

Our Hockey Shoes made to our order, we're sure you'll like them. Skates put on free.

**Rowland Hill**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**GET YOUR SKATES ON!**

(Put on free at the Rowland Hill Shoe Store)

**HOCKEY SHOES**

For men, **\$1.65, 2.00, 2.50, 2.75**

**HOCKEY SHOES**

For boys, **\$1.35, 1.50, 1.75, 2.00**

**HOCKEY SHOES**

For ladies, **\$1.50 and \$2.00**

**Rowland Hill**  
Reliable Footwear.  
Main Store, 189 Dundas Street.  
Branch, 429 Hamilton Road.

**Men's Shoes at \$4.00**

For style, comfort and durability the new lines we are now showing are wonders.

Something in good shoemaking to suit the requirements of the most particular.

See our window **14**

**Rowland Hill**  
RELIABLE FOOTWEAR  
Main Store, 189 Dundas St.  
Branch, 429 Hamilton Road.

**RELIABLE RUBBERS**

The care we take to give you a perfect fit will please you **15**

The moderate price we ask for guaranteed goods will surprise you.

**Rowland Hill**  
RELIABLE FOOTWEAR  
Main Store, 189 Dundas St.  
Branch, 429 Hamilton Road.

**MEN'S SHOES \$3.50 and \$4.00 \$2.75**

ALL MODERN GOODS.

To clear out our present stock and make room for heavy shipments of \$4.00 shoes for spring and summer **16**

**ROWLAND HILL**  
Reliable Footwear  
189 DUNDAS STREET,  
Next to Advertiser Office.

**Canvas Oxfords Regular 3.00 and 3.50 FRIDAY 98c**



**17**

A Special Mid-Summer Purchase which we will clear quickly.

To-morrow you can choose your Vacation and Outing Canvas Oxfords from thousands of pairs at this one price **98c**

Goodyear welted soles, white canvas, with or without toe caps, Cuban or military heels; all sizes to fit, any foot, fresh clean stock and seasonal styles

**Choice To-morrow 98c**

**Bachrack Bros.**  
YONGE 222 YONGE

**18**

**SCHOOL SHOES**

**A GOOD UNDERSTANDING**

We Can Provide That—

Just arrived for School Opening, a splendid lot of

**Boys' And Girls' Box Calf Boots Solid Soles And Insoles**

Sizes Girls 11 to 2 Boys 1 to 5 Youths 11, 12, 13 **\$1.50**

Good Shoes For Less Money If You Want Them

**The Lockett Shoe Store**

**Startling Reductions IN Summer Footwear**

**19**



300 pairs ladies' PUMPS and OXFORDS, representing odds and ends from our regular stock. In tan Russia calf, chocolate and black. Reg. \$3.50, Extra special, \$1.95

Ladies' White CANVAS OXFORDS, nicely finished. Regular \$1.50. Special, 98c

Men's Boots and Oxfords, in Russia calf, patent calf and gummett leathers. Reg. \$4.50. Sale price, \$2.45

**J. ROSTON**  
235 St. Catherine St. West.  
Phone Up 3087.

**GREATEST SINCE THE YEAR!**

The man who wants a pair of Tan Russia Calf Oxfords cannot afford to overlook this offer.

**20**

We have 1,200 pairs to sell in the next few days. Regular \$3.50 and \$4.00 values, for

**\$2.19 per Pair**

All sizes from 5½ to 11. See them in our windows. They are this year's latest models.




**The Fogarty Co. Ltd.**  
COR. ST. LAWRENCE & ST. CATHERINE STS.

# Ads. and Advertising

We are pleased to be able to present with this issue a series of ads. covering a period dating from September 30th to February 3rd. These months represent one of the important seasons of the year, and also show us how the after holiday season was handled. The uniformly high quality of these ads. is apparent at first glance. The space is moderate in size, but it is utilized to the very best advantage. The ads. are, in nearly every instance, models of good advertising copy correctly displayed and set. We have here a suggestion of the reason for Mr. Hill's popularity and success as a shoe merchant in London, Ontario, where he has two up-to-date stores, as noted in the ads. Facts to be noted in a study of the series are: Space is not wasted in loose generalizations; the advertiser gets down to hard facts stated concisely and crisply. Generous use is made of price talk and descriptions of the goods. No two ads. are alike. The advantage of frequent change is recognized. Ads. are store news, and are no longer news when allowed to become stale. The headlines are particularly good. They are bright, business-like and to the point. They are suggestive of the lines advertised and contain nothing to distract the attention from these. Variety is secured, not only by change of copy, but by change of typography. At the same time, there is a similarity of character or personality in the ads. which makes them recognizable as coming from the same store. The firm name and the catch phrase "reliable footwear" furnish another point of recognition. In each ad. a sufficient amount of uniformity of type dress is preserved, furnishing an excellent contrast, which aids the eye in selecting the salient points. A suitable border is used in each instance, which helps to make the ad. stand out and give it individuality. Practically the only criticism which can be offered is the fact that in three or four of the ads. a little more room would have been advisable. We would be pleased to receive series of this kind from other advertisers, accompanied by any particulars which may be available, also samples of mail order catalogues or booklets, or any other successful advertising schemes which have been tried. Set a good example by sending in a contribution to the department.

No. 17 is good copy, and is set in attractive style. The illustrations are appropriate, and add interest. The type styles, also, are sufficiently uniform.

No. 18 is attractive in appearance, and a heading which is suggestive of the goods. An attractive line of specials is offered. These are accompanied by descriptions and prices. A suggested improvement is the employment of fewer styles and sizes of type. It is only in this way that sub-headings, the names of goods, etc., can be brought out into relief. This is usually accomplished by the employment of small or body type for descriptions, explanations and other similar matter.

No. 19 has a heading which would get the eye at once. This is further aided by the illustration. Good contrasts are used in setting the various portions of the ad. The names of the lines advertised are set in small caps. Good descriptions and prices are also used.

No. 20 is interesting copy, and is neatly and attractively put together. Plenty of room is given for proper display. The heading is striking, and is to the point.

The essence of advertising is to call public attention in a favorable manner to the various lines which a merchant has to sell. Evidently this can be done in a variety of ways. It must not be concluded, for instance, that because a dealer does not invest in newspaper advertising space he is a non-advertiser. He may, in fact, be making far better use of his window than the newspaper advertiser. He may be using high-class show cards. The use of the circular or booklet also may appeal to him, and he may be using these with excellent effect in cultivating local trade. These may be sent exactly where they will be likely to do the most good. This is like accurate marksmanship compared with the more random but deadly fire of the Gatling gun. The newcomer may be appealed to directly and certainly in this way, while there is no more effective way of holding trade and keeping in touch with regular customers. Quality pays in circular work, as in most other departments. Cheap paper, poor cuts and cheap printing convey the

## Kinds of Advertising

**\$3.50 Advertising Book \$2**—"How to Advertise a retail Store." 504 pages, 641 illustrations, 263 Sales plans, Chapters on Shoes, Trunks, Bags, etc. BOOK BROKERAGE Co., 25 Sandwich St. E., Windsor, Ont.

idea of a cheap, shoddy business, and in other ways fall short of the desired effect. The insert is used by many merchants with excellent results. These should be well printed on a good quality of paper and can often be illustrated with advantage. They should be concisely worded, definite in style and contain interesting information in the shape of descriptions and prices. The mail-order catalogue or booklet is becoming an extremely popular method of advertising with dealers in every locality. This has no doubt been suggested very largely by the operations of the departmental stores and other mail-order concerns. The catalogue is adaptable to any size of business, whether in the country or the city, as the number of pages and other details can be regulated to suit the requirements of the situation. This is merely an extension of the circular idea. The advertising novelty or gift is another form of publicity which never loses its popularity. Something is selected by the dealer which is designed to appeal to the class of trade which the dealer desires to attract. This may be children's trade, men's, women's, or all classes, whether young or old. It is unnecessary to mention the many articles which have been used for this purpose. It is sufficient to say that the number is constantly being added to, as new games, novelties and articles of utility are being devised. The most effective of these articles are not necessarily the highest priced. Variety is also desirable. This method is not generally used continuously, but only at certain seasons, or at definite intervals. There is not usually very much space at the disposal of the dealer on the advertising novelty. Sometimes there is room only for the firm name and address. In any case this advertising matter on such articles should be very neat and concise and should not be plastered all over, thus rendering it worthless or spoiling its appearance. Picture post cards partake partly of the nature of the novelty and partly of that of the circular or letter idea. These are always appreciated and may be developed into a sort of follow-up system of keeping in touch with the dealer's trade. The circular letter, typewritten, or printed in imitation of typewriting, is another plan which has been used successfully. A good mailing list is essential here, as in the other cases. A definite follow-up system should be applied here, if permanent results are to be secured. These, in most instances, can be laid out in advance, each letter being a consequence of, or being made to present a line of argument logically derived from, the letter which precedes. These may be sent in the order determined upon and until either a positive result is obtained or until the fact is absolutely established beyond the shadow of a doubt that further circularizing of the prospective customer would be useless. This is often extended to some five or six letters. A record is kept, in such cases, of names and addresses. Results are also kept track of. The weekly, fortnightly or monthly letter would be an extension of this idea but would obviously be applied to keeping in touch

with customers secured by the application of the first series of follow-up letters, or by any other means of publicity. In these, as in all other forms of advertising, attention must be drawn in a manner favorable to the article advertised. The grammar and construction of the advertising matter must pass muster, as a ludicrous mistake is often fatal to an ad's effectiveness. Slang is not always objectionable, if it is merely smart and not rough or vulgar. Ungrammatical expressions even, are sometimes used with good effect, as in certain smart or up-to-date expressions, where strictly grammatical language would appear stiff or stilted. Slang, however, is offensive to some people and should always be used with care. The poster and the advertising signboard are publicity methods which have been, and are being, used most effectively. These are used not only locally, but may be placed in nearby towns and villages, along highways or railroad tracks in localities from which the dealer's trade may be supposed to be derived. In view of the outcry which has been raised against these by faddists they should be used with discretion. In other words, place them in locations where their use cannot be objectionable. No one wishes to see a beautiful piece of scenery disfigured in this way. If the dealer is unwise enough to attract unfavorable attention to himself by an injudicious selection of a location for a signboard he will be liable to find that the results are a decrease rather than an increase of popularity. Posters are used very largely by city merchants, and have the advantage over a painted signboard that they can be changed at shorter intervals. A variety of these which had some vogue was the hand-painted poster. The dealer who has some skill in lettering and sufficient artistic ability for poster illustration might very readily put up signs like this for himself. Dry colors mixed with japan would furnish a suitable waterproof medium for their execution. One of the most modern ideas in connection with signboard advertising is the electric sign for use at night. These are popular in almost every instance on account of the beautiful illumination they give the streets. These are very often of the moving variety, and though somewhat expensive in the first instance, seem to be well worth the price. Strangely enough, in the midst of all these modern methods, the old-style sandwich man has not yet disappeared. Faded and dilapidated-looking individuals may still be seen painfully plodding up and down beside the curb. These generally produce a most unpleasant impression, which would tend to place them outside the limits of good advertising.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

# The Man Who Sells

The importance of manner and deportment in selling is generally conceded. Confidence is productive of confidence. The inference is, that if the salesman has confidence in the goods, the customer may safely have the same feeling. The salesman, presumably, has a thorough knowledge of the goods, and if this is productive of confidence in recommending and selling them, the customer naturally reasons that the goods must be all right. The salesman should first select a calling or a line of business in which he can have confidence, or in which he is assured that the public are receiving good value for the money expended. Anything else is unworthy of the salesman, and unworthy of being made his vocation for life. To have the reputation of being a salesman whose word can be depended upon absolutely is infinitely preferable to that of being able to sell anything from gold bricks to wildcat shares. Confidence or lack of confidence is usually shown in bearing, in conversation and in the amount of interest evinced in the business in hand. If the salesman knows that he is recommending an inferior article, if he is indifferent as to his personal success as a salesman, it is bound to be shown in listlessness of manner and lack of enthusiasm. A whole-souled enthusiasm and interest are indispensable to success in selling. The influence of confidence is practically invincible in dealing with the public. Like other good things, it is sometimes counterfeited. No man ever sold a wildcat share or a fake article with a real confidence in his own integrity or the integrity of his goods. The success of the fraudulent scheme depends upon an assumed or faked appearance of confidence. No salesman who is brimful of confidence or belief in the goods he is selling can be or will be inattentive to customers. Inattentiveness is born of lack of interest or an unappreciative attitude towards one's business prospects and opportunities. Probably no defect in salesmanship is more widely met with than the one just mentioned, or more directly destructive of trade. The dealer may employ every modern method of attracting business, but may have his efforts neutralized at a stroke by the salesman or saleswoman who allows customers to stand waiting while he or she finishes a flirtation or a bit of conversation. This is sometimes joined with an overbearing or conceited manner which only aggravates matters. Conceit may very well be defined as confidence in something which is either non-existent or very insignificant in amount. The most conceited people are those who know the least. Lack of knowledge produces false standards in persons of this class. Those who know most are constantly having their horizons

## Psychology of manner

broadened, thus causing them to appreciate more fully the immensity of what there is to know and how small their own acquirements are in comparison. The superiority of a pleasant to a gruff, sarcastic, cold, unsociable or suspicious manner is too evident to require more than brief mention. The employe can well afford to exercise patience in nearly every instance. He is engaged in doing business for another person, and if he comes across a disagreeable or pugnacious individual in the performance of his duties, it is his place to smooth matters out, if possible to do so. He has no right to destroy a business prospect for his firm to satisfy a small desire to "get even," when a little management will often turn an enemy into a friend and a permanent customer. The influence of health on disposition is not unimportant. A disordered liver or stomach, or a big head, are no doubt responsible for many exhibitions of unpleasantness on the part of both customers and salespeople. The latter owe it not only to their employers, but to themselves to keep such hours and to cultivate such habits that they may be in a proper physical condition to discharge their duties efficiently. The personal who cannot overcome these defects has no business to adopt salesmanship as a profession. The opposite extreme to the cold or repellant manner is that of over-familiarity. Most people feel pleased to be remembered by name, but resent being addressed by their Christian names or being slapped too vigorously upon the shoulder. A good memory is a most desirable adjunct, and one which can be improved by cultivation. Some have made very successful use of a note-book in which names, addresses, names of children, relatives or other incidental information is entered. The memory can be refreshed from this as occasion requires. This information should be absolutely correct to be of utility. Personality is another important factor in salesmanship. The term is generally applied to those qualities in a person which attract our attention favorably and which consequently exert an influence in the selling of goods. We are much more liable to take the advice of a person who has impressed us as being straightforward or well-informed, than that of one who gives the impression of being the reverse of this. Neatness of dress, pleasantness of manner, and in fact, all the qualities of a successful salesman go to make up his personality. This secures the interest of the customer, and not only influences his decision at the time, but produces a permanent impression. The personality of a salesman may build up a personal following or custom to the advantage of both himself and his employer. Nothing is more monstrous and uninteresting than ignorance. Many clerks not only know little

about the goods, but have no desire to bestir themselves to get posted. Personality, and consequently effectiveness as a salesman, can be increased by anything which will add to general culture, in speech, in manner, and information, not only along general lines, but relating to the salesman's particular department.


The power of suggestion is universally recognized. This is practically the same as that exercised in the hypnotic suggestion, but does not imply any cessation or suspension of volition on the part of the subject. Everyday examples of this are to be seen in the influence exerted by the preacher, or other class of platform orator. Opinions are moulded in this way, thoughts suggested and lines of action prompted. The listener is led from one idea to another almost unconsciously, or without being aware that he is led, and it is only some time after or when



McLaren & Dallas, Toronto, Ont.

he has heard opposite views propounded that he begins to realize that there is another side to the question. The friend who talks with us and gets us to see a thing his way is exercising the same power. The plausible trader or peddler who comes to the door and palms off an inferior article at a good price, or persuades the woman of the house to buy something which she doesn't need, is playing upon the same faculty. The same power is made use of by the legal expert in presenting his arguments in such a way as to influence a jury. This power is often abused very seriously, but when made use of properly is a most valuable auxiliary. Manner or deportment has a great deal to do with the success of suggestion. Some people, also, are a great deal more susceptible than others, though it is very strongly to be suspected that all come more or less under the influence of suggestion. The shrewdest and most matter-of-fact business man is favorably impressed by the confident bearing and pleasant manner of a salesman. If these are

joined with a fluent manner of expressing oneself and a knowledge of the line which is under consideration they form an almost invincible combination. There must, however, be a latent desire or necessity for the goods. There are a few people, unfortunately, who will purchase goods whether they need them or not, if a salesman succeeds in painting a sufficiently glowing picture, and it is this class of purchaser which the salesman must be on his guard against, if he would avoid an unfavorable reaction. There are lots of ways, however, in which persuasiveness can be used to good effect. An unshaken confidence in one's own judgment and knowledge is an indispensable asset. The salesman should never use this to over-ride the best judgment of another, while suggestion is always used to best effect in educating public taste and directing and drawing out latent desire for the line or lines under consideration. Many people are favorably influenced by a real or assumed interest in their personal affairs. This should not be confused with familiarity, which is usually objectionable. The salesman makes inquiries of a nature which would indicate that he considers the purchaser of sufficient importance as to be worthy of remembrance. Parents are often pleased to have a merchant recollect that they have a son or daughter at school or who has excelled in sports or in some other way. The simple fact of remembering a person's name creates a favorable impression and leads to better and more substantial business relations. The difference between a good salesman and a poor one lies in the difference in the power of suggestion in the two. The poor salesman is contented to wrap up or hand down whatever is asked for without making any further effort at suggesting anything, or at studying and observing his customer. The worth-while salesman, on the other hand, studies to make useful suggestions, observes the trend of the customer's thoughts, anticipates his needs in many cases, helps him to a proper understanding of his requirements, and by his mental attitude puts him into the frame of mind which inclines him to think wisely and discriminatingly of his own needs, expressive of an attitude of mind which work out not only for the benefit of the store, but for the success of the salesman who puts them into practice. More important still is the ambition to improve in the ability to sell goods. There is more in salesmanship than just merely handing out the goods which are asked for. If there is any kind of knowledge or information which will give the salesman a better grasp of the situation or of the selling points of the goods, he should lose no time in acquiring it. In some cases a more grammatical method of expressing oneself means an increase in power. A lack of the rudiments of an education always places one at a disadvantage, and with ordinary physical and mental ability, there should be no reason for remaining in this condition. Never were educational advantages so many or so cheap as they are to-day.



# Shoe Store Summary

The usual breathing space has arrived after mid-summer clearing sales, etc., and the dealer is allowed an opportunity of surveying the situation and laying plans for the coming busy season. Trade throughout the summer, especially the early part, has been good as a rule, and it is, to some extent at least, the dealer's fault if the profit is on the wrong side of the account. There is no single recipe for success in merchandizing. There must be a combination of up-to-date methods. It is as true in this, as in any other department, that a chain is no stronger than its weakest link. A dealer must not only have the goods which give satisfaction, but he must let the fact be known in the most direct and economical manner. This does not mean parsimony in advertising, but merely the employment of the means best suited to the dealer's needs and circumstances. Advertising at best can but bring the public to the dealer's door. His selling organization and the general attractiveness of his store must take care of the rest. An untidy or dingy establishment and a surly or disobliging sales force can undo the results of the best and most effective scheme of advertising. Finally, the dealer must ask a price which will allow for all expenses of distribution and provide for a reasonable profit.

A great deal has been heard of late about the increased cost of doing business and about the steady rise in the cost of all sorts of materials entered into the manufacture of goods. A dealer has built up a trade on a certain line or lines, perhaps, and year after year he sees his margin of profit reduced until it begins to approach dangerously near the zero point. He has a dislike for changing either his price or his line, and so his troubles are increased. Why blame the manufacturer for this? There can be no gainsaying the fact that the price of raw materials has moved steadily upward. The question seems very largely one of progressive merchandizing, and adapting one's methods to suit changing conditions. With a decided and real tendency towards higher operating expenses, it is evident that a net profit cannot be maintained simply by the reduction of the cost of doing business. The latter may be looked upon as legitimate when applied to leakages and extravagant methods, but not when applied to modern business necessities. The way to preserve a satisfactory or necessary profit in retailing

is either to ask a price or to stop retailing lines upon which it is impossible to make a profit. If it is thought necessary to make a gross profit of a certain percentage, the dealer should make his selection of stock accordingly. There is much reason, however, for the suspicion that in many cases failure to make a profit is because either of timidity or of lax business methods. The dealer is afraid that he will lose custom if he should ask a fair price, or his system of pricing is not based upon an accurate knowledge of the extremes incurred in running his business. A fixed margin of profit seems a much more feasible plan of doing business than a method based upon a comparison with what other people are asking, or upon an elastic schedule of graded prices. Among the facts mentioned in this connection by various dealers is that styles have increased very largely of late years, requiring a much larger investment than formerly. Many have tried to make a profit by squeezing it out of the store, for instance by cutting down help, cutting down the advertising appropriation, and letting things get shabby and down at the heel generally. This might be called the suicide route. The trouble is that it diminishes both profits and expenses. A few dealers here and there have had the courage of their convictions that the business should yield a profit, and have benefited accordingly. As one dealer expresses it, a man should make a fair profit on some items, a good profit on others, and a great big profit on as many as possible in order to even up with the largely increased cost of doing business. Too many lines are sold on the near-profit system, hoping to retain the customer's trade and to make it up on something else. The public are given credit for knowing a great deal more about values than what they really do. What dealer has not been sometimes deceived to the extent of a few dollars in guessing at the price of some article, and he has perhaps been in the business all his life? Comparisons may possibly be made on a few standard articles, but in the majority of cases a dollar or two is neither here nor there. What the public demand is good value for their money. Satisfactory value and wear are remembered long after price is forgotten. In any case, the comparison which most customers institute is between price and appearance or lasting qualities. The story is told of a Pennsylvania dealer who in ten years cleaned up \$65,000 in a room about 12 x 10, while another dealer on about the same volume of business just broke even. Take a \$30,000 turn over as an instance. Add five per cent.

more profit. In other words, make every dollar show an extra nickel, and we have \$1,500 added to the year's profits. The foundation for a correct retail price list is evidently based on an accurate knowledge of the costs of doing business. A comparison of this with the yearly turn over will give the percentage which should be added to cover expenses and furnish the dealer a reasonable profit. In estimating the costs of doing business, all items should be carefully included. Sometimes apparently unimportant items are neglected. Wear and tear depreciation of store and fixtures is forgotten. Interest on investment is left out. Provision is not made for depreciation of stock, bad debts, left-overs, etc., and then the dealer finds that he has miscalculated. The trouble in many cases seems to be the adoption of a loose system of basing prices upon what the other fellow is asking for the goods, or striking a price without knowing exactly what percentage should be added. The matter of better prices for the dealer is worthy of careful consideration. In making an investigation of the kind suggested, the dealer will also know whether the expenses of doing business are larger than they ought to be, or where the leakages are, if any.

A merchant in one of the smaller towns presents the situation with regard to advertising as follows:

He states that he has an annual turn-over of between seventeen and eighteen thousand dollars. The town has a population of some 2,000 or so. The dealer wishes to improve the quality of his advertising, no local ad. writer being available. Other questions asked are what size of ad. should be used, also the amount to be appropriated to newspaper and other kinds of advertising. These questions get right at the root of the situation in country districts and in the smaller town and villages. The merchant in these places has fewer opportunities of seeing the latest and best ideas in advertising and display. A great deal can be done by taking an occasional trip to the larger centres. One or two of the best periodicals dealing with retail advertising should be on the dealer's magazine list. These will furnish examples of current advertising which will be invaluable. A number of good books on advertising for retailers have been published. One or two, at least, of these should be in the dealer's reference library. Another necessity to the advertiser is a good newspaper or two, outside of the local publication. These should furnish a good basis to work upon. An advertising scrap book is also a useful adjunct. If the dealer has no time for this himself, the same conveniences should be supplied to the salesman or other person upon whom the responsibility is placed. As to the amount to be appropriated for advertising, opinions differ. A commonly accepted basis is two per cent. of the annual turn-over. This, to some extent, will be regulated by past experience. In some cases a larger amount may be found necessary—for instance, in the case of a new store just making itself acquainted

with the public. The old store, also, which meets with new opposition, will sometimes find it advisable to "key up" the amount devoted to advertising, perhaps as high as five per cent. It has been suggested that of this amount, seventy-five per cent. should be devoted to newspaper advertising and twenty-five per cent. to booklets, circulars, novelties and other schemes. This again will depend upon circumstances, so that these figures will only be an approximation. In any case, a fair amount, say one-tenth of the newspaper appropriation should be expended on cuts. A good quality of cuts should be used if the ad. is to be up-to-date. This does not mean unnecessarily expensive cuts, but ones which are suitable to the quality of paper used, and which bring out the points which it is desired to emphasize. The amount to be expended on newspaper advertising taken in connection with the number of insertions or changes per week will determine the amount of space at the dealer's disposal. A well-known advertising specialist remarks that "too much advertising wastes money; too little advertising wastes money; too much matter in too little space wastes advertising; too little matter in too much space is extravagance; too much space is better than too little space, and just enough space is best. "It is not so much the amount of space, after all, as the way it is used which tells. Some advertisers get better results with half the amount of space used by others. Position in a paper is an important factor. The best position is considered to be the top of the page or top of page next to reading matter.

As a means of helping the sale of regular lines as well as promoting the sale of stickers and slow sellers, a dealer proposes making a run on certain of these lines from time to time. This also has the merit of attracting attention to the store and its goods. A slight reduction only is made in price, the goods being still sold at a profit. This fact, once known by the public, the dealer thought, could be counted upon to bring in custom not otherwise obtainable. On certain days of the week a line is taken. We will say, by way of example, that this is priced regularly at \$2.50. This is marked down to, say, \$1.95, conspicuously displayed in the window and inside the store, and also made a special feature in the regular newspaper advertising space. In connection with these displays, show cards are used reading, "These goods have not been advertised. Many of our best values are not advertised," the word "not" being emphasized in both of these sentences. The cards should be neatly and appropriately designed, and will serve to direct attention to the display, the price being also conspicuously mentioned. Even though the particular article shown does not appeal to the prospective customer, he or she will be on the alert for other lines. In this way the attention of the public is directed to many features of the store's stock which would otherwise be overlooked or unnoticed. The price reduction holds good for one day only, a different article being featured each time.



# English Impressions

One has so often heard the statement that living is so much cheaper in the "old country" than here that it has well-nigh become an accepted fact. Cheapness of foodstuffs has always been demanded by the English manufacturer to enable him to produce at the lowest possible cost. The great shibboleth of the free trader has been cheap living and to some extent the country has benefited by the admission duty free of foodstuffs as well as raw materials.

But a careful personal investigation of conditions has failed to convince the writer that the English middle and working classes are enjoying any special advantage in prices of staple commodities. For bread, for instance, the general price is about 6½d. or 13 cents, for the four-pound loaf, which is practically the same rate as is paid in the principal centres in Canada for household bread, and the bakers here put in additional ingredients, such as shortening, sugar or malt extract. Cereals are all upon practically the same basis as in Canada. In meats, prices range about the same and are often a trifle higher for ordinary cuts. Roast beef, what is called sirloin, sells at from 26 to 28 cents a pound, and mutton from 16 to 20 cents a pound according to cuts. These prices are about equivalent to the Canadian. Of course there as here there are cheaper cuts and some of the meat sold for ordinary consumption there would not be used by our working people. Bacon averages about 26 cents a pound and eggs from 24 cents a dozen in summer to 60 cents in winter. These figures give a fair idea of the cost of meats; vegetables are in a few cases cheaper, but in the majority are dearer than in Canada. In clothing, woollens are somewhat cheaper than with us, but cotton goods are considerably higher, more than evening up any advantage with the former. Footwear sells about the same as here. The only items in the cost of living that are at all more reasonable than with us are rents. A workingman in a city like London or in Manchester can rent a fairly comfortable five-roomed house for twelve dollars a month, which would cost him sixteen or eighteen dollars here. Coal costs a little more than with us, being about \$5.00 a ton for soft and \$6.50 to \$8.00 for harder varieties.

On the other hand, wages are exceptionally low compared with the standards that obtain in this country. The ordinary farm laborer gets three to four dollars a week with a free house, which would be equal to about fifteen or twenty dollars a month without board. In Canada a farm hand would get the same with his board in addition all the year round. Carpenters get from fourteen to eighteen cents an hour, the

average paid being fifteen cents as against twenty-five cents here. Bricklayers get 18 to 22 cents an hour, the latter price being city wages for first-class men. Here the price paid is more than double these figures. Good plumbers can be had for 16 cents an hour and the best only get 22 cents, and work is none too brisk for any of them. Cabinetmakers get from 16 cents to 20 cents an hour and plenty would be glad to accept less than the minimum for steady work. Painters and decorators get about 15 cents an hour, with as much as 20 cents for good men in busy seasons.

The English workman, while thorough, is somewhat slow and a trifle uncertain. On this account the prices paid, even for skilled labor as quoted above, may not be relatively low. A bricklayer in this country would be expected to lay half as many bricks again in an hour as his English confrere, and in wood-working English ideals would hardly suit us, so that this must be taken into account in a comparison of wage scales. Iron, shoe and other operatives get about twenty-five per cent. less than in Canada.

The morale of the English worker, according to

**For Jobbers**

**Samples  
Are Now  
Ready**

**AIRD & SON**

583-585 St. Timothy St.  
MONTREAL, QUE.

**For  
Spring 1911**

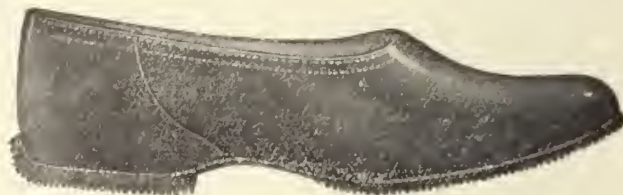
those who have made a careful investigation, is not up to the American standard. There is too much idling and beer drinking amongst even skilled workmen. In talking with some English manufacturers they all admitted a lack of steadiness on the part of workmen, seen in an inclination to take unnecessary holidays in busy times, to the annoyance and loss of the manufacturer and the industry generally as well as themselves. This fault is not altogether that of the men themselves.

From the foregoing it may be readily surmised that the English manufacturer is up against a stiff proposition. Good mechanics, with the high cost of living and the low wage rate, find it impossible to make headway, and are thus being driven to seek employment abroad. As previously stated, every outward bound passenger vessel is carrying its quota of exiles who are compelled to leave the land of their birth and the homes of their ancestors for fields where there is a prospect of something better than a mere fight for existence. It is a study these days to watch the tide of immigration at Quebec and mark the brawny, able-bodied men and wholesome-looking women and children who have decided to see what they can accomplish in this new land of promise.

What has been said here in regard to English workingmen is quite as applicable to Scotland. The latter country is being drained of its very best blood to supply our West with settlers and our cities with mechanics. One's impression of Scotland in this respect is more depressing even than that of England. The process has been somewhat accentuated in the smaller country, with the result that the dregs left are more noticeable. The misery and squalor of Glasgow and Edinburgh are even more noticeable than that of London and Liverpool. In England the drink habit flaunts itself in one's face, but in Scotland the results of it seem more outstanding even than farther south in the appearance of the people. The impression one gathers inevitably in Great Britain is that unless something be done at once to stimulate agriculture and industrial art the country will be so drained of its best blood as to become hopelessly anaemic. The tremendous tide that has in recent years set in towards tariff reform is affecting such staunch free trade centres as Lancashire and Yorkshire, and one has only to touch on the theme with the more progressive business men, both manufacturers and distributors, to appreciate the keen interest that has developed. The recent action of Japan in advancing its tariff on manufactures is the latest blow aimed at English trade abroad and is driving home the nail still further. Even the workingmen are awakening to a realization of the fact that the ground is being cut from under their feet and the bread taken from their mouths by foreign competition which brings goods that ought to be made in England to these same workmen's very doors.

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# Rubber Footwear

Nothing particularly new or startling has loomed up on the rubber horizon since last report. There is a certain amount of what might be styled "glorious uncertainty" pervading rubberdom just at the present time. "There are rumors of wars," but for the most part the manufacturers are going on in the even tenor of their way, paying but very little attention to what the "other fellow" is doing, and perhaps caring less, for it appears to be more and more apparent that "each tub will have to stand on its own bottom" so far as the various factories are concerned. One leading concern reports that they are very busy with their shipments and anticipate a good season, but when it came to expressing an opinion as to what might be expected in the future they were just a little leary and very non-committal. It is more than probable that at least one large new factory will be bidding for patronage next season, but it is not very likely that "cut rate" prices will be made the basis of appeal. Where "quality" is made the first consideration, those who at present have large capital invested have no fear of increased competition; they have confidence enough to believe that the buying public will continue to demand the lines that have always given the greatest satisfaction. A poor rubber is dear at any price.

**Trade Outlook**

Still further declines have marked the rubber market since last report. There are no particular reasons assigned for the vascillation in prices during the month. Of course arrivals are very light as is usual at this season of the year, consequently there can be very little accumulation as far as the New York market is concerned. Whilst some contend that the quotations are affected purely and simply by the laws of supply and demand, there are others who as firmly contend that English capitalists are behind a huge attempt to corner the rubber market. However, when it is taken into consideration that the price of crude rubber has declined over twenty-five per cent. during the past four months, little credence can be given to the coralling theory. It is claimed that the decline in prices was for the purpose of stimulating buyers to lay in larger stocks, but though the figures quoted look tempting, there is no apparent anxiety on the part of buyers to take advantage of the decline, the prevailing idea being

that prices will go much lower when the new crop begins to arrive, which will be in ample time for the replenishing of stocks. Fine up-river Para is quoted at \$1.92 to \$1.95, with other grades in proportion. There is about the same condition prevailing in Africans and plantation rubber as reported, prices having eased off slightly with the market quiet.

Although now on the wane, it is really marvelous the way the interest in plantation rubber companies has been maintained in London, England. During the month of June last no fewer than 24 new companies were launched, with a capital of \$15,250,000, and since the first of January of this year 318 companies, representing a capital of \$192,000,000, have been organized. From the foregoing figures it would appear that the English capitalists have great faith in the future of the plantation rubber trade. A number of these companies include the production of tea, bananas, coconuts, etc.

**Many New Companies**

The possibility of being able to produce something to serve the purposes of rubber has given more than one chemist anxious thought, but as yet nothing has been produced which will satisfactorily supply the place of rubber. It was said that an artificial rubber was being made from peat, and the process patented in England, but when a demand was made for a sample of the rubber, it was not forthcoming. The peat used is a Scandinavian origin, and not that of the ordinary peat bog. It is more than likely that this patent will be relegated to the "heap" where so many other attempts now silently repose.

**Artificial Rubber**

And now it is the aeroplane or other means of aviation that is to consume the surplus rubber. The construction of many of the machines by which men endeavor to get "up in the air with the birds" calls for large quantities of rubber. The automobile industry will find itself in a great race with the flying machine manufacturers as to which will be the greater consumer. No sooner does the crude rubber market give promise of being able to supply the demands made upon it, than another avenue of consumption is opened up, and once more the

**New Outlet for Rubber**

producers are at their wit's end to figure out just how all these increased demands are to be met.

Just at the present time, when rubber is at such a high altitude, a prophecy that \$1.00 rubber will yet be seen is somewhat startling, and yet a wealthy manufacturer is credited with having expressed himself as follows: "So they look for \$3.00 rubber, and may be \$4.00 rubber, do they, almost all of them? The great majority sadly predict continued high prices? I'm glad they do, for majorities are usually wrong. Personally I am just as sure of seeing dollar rubber again as I am sure that I have ever seen it. All of this fine Para that has gone into automobile tires form a huge sinking fund for us. When we begin to spend it, crude rubber will accumulate; for awhile big operators and wealthy manufacturers will stock up at high prices, but they will soon tire of that, and then prices will tumble. Few appreciate what plantation rubber will do for us in the next five years. Where we get 4,000 tons now, we will be receiving 40,000 or 50,000 tons. Then, too, I see the beginning of a greatly stimulated production of wild rubber. The drop won't come in a minute, but it will come, and dollar rubber sometime in the future is a certainty."

The regular London correspondent of the New York India Rubber World has the following to say of the rubber situation in the Old Land: "The fall in price of 2s. 6d. per pound for rubber, instead of the expected rise to 15 shillings, has proved an effective damper to the class of investor so much in evidence in March and April. Those who are still outside the pale of rubber investors can generally point to one or more acquaintances whose shares have declined in value after having been purchased at high prices. Companies are still being brought out and go to allotment, but they are by no means so numerous as they were, nor does one read that they have been largely over-subscribed after the lists have been open for an hour or two. The prognostication that we shall shortly see another good rise in the price of rubber may or may not prove true, but even if there is another considerable rise I don't anticipate anything like the rush for shares in the companies both new and old which was witnessed three months ago. The demand for shares came largely from genuine investors who wished to seize the opportunity of materially increasing small incomes, and this class has naturally only a limited capital to play with, even if disclosures about some of the new companies had had no deterrent effect. Then the discovery that there is by no means a free market in many of the shares has also come as an unflattering surprise in many quarters. Further, the holiday season is now commencing, and this means not only an alternative way of disposing of cash reserves, but

also means the absence from business of possible investors. If there is to be a revival of the market activity of last spring, I imagine that it will not occur before October. Among the recent flotations there are none which call for notice as being of special interest. West Africa and the Far East are still to the fore. One of the latest West African companies is the Mamia River Rubber Estates, Limited, located in the Gold Coast Colony. The inclusive cost of the rubber delivered in London is estimated at 1s. 9d. per pound, and the profits are calculated on a selling basis of 4 shillings. This may be conservative enough at the present time, but how about a few years hence, when the predicted fall of fine Para to 2s. 6d. takes place? Of course these wild rubber companies will always have an asset in palm oil and mahogany, though they will also need a good price for their rubber if they are to pay substantial dividends on their capitals. In his budget statement the chancellor of the exchequer referred to the rubber boom as having been a source of revenue that will soon die out. Some exception has been taken to this in Mincing Lane, where it is predicted that the boom will continue for two years. No doubt high prices will continue for some time, but what the chancellor referred to was the rush of new companies which were formed in the course of a month or two. We are hardly likely to have another experience of this sort, though good plantation companies will continue to come out at intervals and be supported by investors as distinct from mere speculators."

Down in the New England States it is quite currently stated that a rubber factory is a most unhealthy place to work in, and this impression is strengthened by the advice of a few physicians who attribute the ill-health of their patients to the fact that they are employes of rubber factories. It is an altogether mistaken idea, however, as attested by a leading superintendent, who upon being interviewed on the subject, had the following to say: "It is true we have found many physicians have advised their patients to quit working in the rubber shops if they wished to recover. We employ many girls and if one of them goes to a doctor complaining of a headache, he will ask her where she works and when she replies, 'In the rubber shop,' he will shake his head and say, 'Well, you'll have to stop working there before I can do anything for you.' Such an idea is absurd. I invite any physician and the board of health to come down to our shop at any time to see whether it is fit to work in. It is a great injustice to us. It makes it hard to get people to work for us, as such reports spread and many become frightened. The fact of the matter is that some of our employes have been with us for many years, and are in first-class health. I know of one girl who has worked in the shop for the past fifteen years, and is even more healthy than when she began."

# Message Boy's Memos.

*"Some of the Things I Would and Wouldn't Do if I Were a Clerk"*

I am not allowed to try my hand on a customer except when things get so brisk that I am asked to keep someone interested until a clerk can get at him. Between you and me and the store broom, though, there are things happen and things that don't happen around our store that even a kid like me has to sit up and take notice. The Boss thinks he is sharp and knows what is going on, but the staff has the laugh on him many a time.

We have two men and a young lady on our staff. The young lady, of course, has a snap as the men and even the Boss treat her a little differently from the others. I notice if she gets in fifteen or twenty minutes late, which she often does, it seems to go, and she is always asking for half a day off. I have an idea that girls ought to take the place of men when they go to business and not be always looking for a little extra graft in the way of holidays, candies and such like. I noticed once when the Boss spoke kind of plain to Miss M. she cried and hardly spoke to him for a week. This seemed to have some effect on him for I noticed he was a little easier on her for quite a while and one day he gave her some flowers and the sun seemed to shine again.

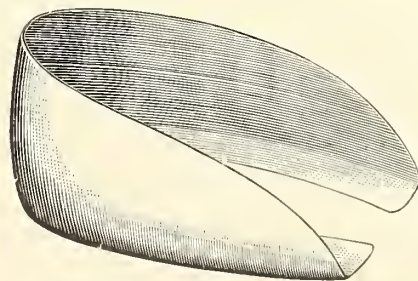
But I don't bother much with her. I find if I give her an inch she will take a mile and so to keep myself from getting loaded up with messages and letters for her and her personal friends I keep on the other side of the broom, or in other words I am usually busy with my own duties.

Jones, the senior clerk, is a married man, between thirty and forty, and knows his business pretty well. He is quite familiar with the different makes of goods and can usually handle a customer pretty well. I think if I was in his place, though, I would pay a little more attention to my clothes and personal appearance. I suppose he thinks because he is married that he does not need to care how he looks. I think it would pay the Boss to give him a safety razor outfit and ask him to shave every day. If I could not afford a white shirt and collar I think I would get a colored one and ties are cheap enough to be able to throw away one when it gets frayed or greasy. Another thing that I think does not look well in a store is a clerk in his shirt-sleeves, especially without a vest. I have seen ladies come into the shop and look at Jones for a moment and then go to Thompson. I took it they were afraid of the dirty shirt and the perspiration. Just the same he seems to be able to do the business, but I think if

he added to his business knowledge, cleanliness, he would be a top notcher.

Thompson, the other fellow, is just the opposite. He is single, wears the latest clothes and looks always well groomed. He is not as clean as he looks, though. He parts his hair in the middle and never shows a hair on his face, but his teeth and finger nails sometimes spoil the effect of his good clothes, while the smell of stale cigarette smoke is enough to knock a person down sometimes. But that is not the worst. His language sometimes (not to customers, of course) is not fit to hear, let alone to appear in print. I think clean clothes and a dirty mind is far worse than dirty clothes with a clean mind, if you ask me.

Thompson is a bluffer. He puts on a good stiff front when the Boss is around, but when he is out or away for a few days he soldiers all the time. He sneaks in from twenty to thirty minutes late when he thinks he won't be caught and takes extra time for lunch in the same way. You should see him when six-thirty comes. He is right on the job when quitting time comes. "Last in and first out" seems to be his motto. I think the Boss has him sized up pretty well for I heard him having one or two heart-to-heart talks with him. In one of them I heard him say to Thompson that he had the sitting down disease and if he did not look out he would wear the seats out of all his stylish trousers. It seems to me no man can get any fun out of a job when he is dodging it all the time. Thompson takes more trouble getting out of the way of work than doing it would cost. He is a good talker and can sell goods, but I have seen people look weary when he has tried to tell them all he knew and a lot more he did not know. I think if I were Thompson I would let the customer do more talking and keep my head closed, especially on side issues.



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Also all kinds of  
Flexible Inner Sole  
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Split, Veneer, and  
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Thompson has a splendid chance and is not using it. The business is growing and those who take an interest in it are bound to grow with it. I think if he spent more time thinking about the business and studying salesmanship and less in watching the ball game score and figuring on his dates after hours, he would be miles ahead of where he is. As it is he hardly knows anything about the make or quality of the goods he is handling and when a customer asks for something better has to go by the price regardless of the merits of the goods. I think he is throwing away good chances every day and lots of fellows if they had his show would either be a notch higher or shaping for a business of their own.

You could hardly imagine two men more different than Jones and Thompson. Jones is one of those meek, patient fellows that never get mad no matter how unreasonable the Boss or a customer may be. It sometimes makes me sore to see what he takes and says nothing. I think a clerk should be good tempered and should keep his place, but I do not think any man in this free country should take dirt from the man who pays his salary or the customer who buys goods from him. I sometimes think if Jones stood up for himself more he would get better pay and more respect. He is so good natured that he sometimes butts in on my job and tries to do some of the sweeping, which of course I am too independent to allow. Yes, I like Jones, but I think if I were in his place I would dress better, be more independent and keep a stiffer upper lip. Thompson on the other hand is a kind of a stiff, who is always looking for trouble. He is always being slighted by the Boss or the other people in the store or is getting insults from customers. He is so touchy that I guess it is a temptation to everybody to annoy him. Like most fellows who are lazy or indifferent to their duties and chances, he is sore constantly over the small salary he is getting. He thinks he is worth quite as much as Jones and every now and then harries the Boss on the question of a "raise." I can see it in the air every time the question is coming up. Thompson goes around with an injured air and the whole place is on edge until he has it out with the governor. He has not had much satisfaction, I know, the last couple of times, and has threatened to leave. I don't think he could better himself in spite of all his talk. Now, the Boss has raised Jones and your humble servant twice in a year without asking, which goes to show that he is a man who can see as far through a ladder as anyone, especially when there is a hole on the other side.

I think laziness and conceit are Thompson's two failings, and they are pretty bad ones. I think when a fellow is as lazy as he is there is not much chance for him, and Solomon says there is more hope for a fool than a man full of conceit. If I were Thompson I would get down to the store a little ahead of time rather than behind time and I would put in as much of my spare time as possible in getting ideas in win-

dow trims, ad.-writing and card writing as well as reading up on salesmanship and the goods I am handling. I would cut down my outside engagements enough to give me a chance to think on the more serious things of life and I would leave cigarettes and whiskey alone. Thompson is rather inclined, I may say, to boast of how much booze he can put down and makes us weary at the store telling us of the times he and some of the boys had the night before down at the club over the pool room.

I think our business is about as good as any in the town, but I think the staff could do a lot more than they do to boost things. There isn't the snap and go in either Jones or Thompson that there ought to be. "Ginger" is what a clerk as well as a boss needs to make a business go. It is astonishing what a difference it sometimes makes when a man is working for himself. Jackson, down the street, used to work in our store and was half way between Jones and Thompson as a salesman, so I heard the Boss say. He had to be jacked up all the time while he was here but now he seems to be Johnny on the spot all the time, putting in about sixteen hours a day at the job. I think, though, there is something wrong with a fellow who has to be jacked up even if he is only the store message boy, don't you?

Next time I will tell what I think I would do if I was a traveller.

SILAS.

## Shoe Tacks

## Shoe Nails

## Shoe Rivets

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Hungarian Nails  
Channel Nails  
Hob Nails

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We make all kinds of Tacks and Nails for  
the Boot and Shoe Trade.

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The Montreal Rolling Mills Co.  
MONTREAL

## On the Road

### AN ENGLISH TRAVELLING SALESMAN.

In England, the travelling salesman, or "bagman" as he is more frequently called, does not occupy the place of distinction and emolument he enjoys in America, nevertheless he is a most important factor in the commercial community. Until recently, with the exception of some of the very large concerns in the larger centres, salaries were ridiculously low compared with those paid on this side of the water for similar positions, but, as time passes, the importance of the travelling salesman is being recognized more and more in the substantial stipends paid.

Throughout Britain it is the rule to have specified times for receiving travellers, and appointments have usually to be made in advance with large concerns. Otherwise the methods of doing business are very similar to this country, with the exception that very rarely does a traveller ask a buyer to call at the hotel, but takes his samples to the latter's place of business.

At most of the hotels, however, will be found not only sample rooms, but separate dining rooms, or at least tables for travelling men. At the travellers' table the oldest or senior traveller takes the head, and is designated the president. Should a late-comer enter he apologizes to the head of the table, and asks permission to join the party, which, being granted, he takes his seat.

It was the privilege of the writer to meet one of the oldest commercial travellers in England, who, prior to his retirement from active business life, was for some years Glasgow manager for the well-known London house, Copestake, Moore, Crampton & Co., of Bow Churchyard.

Mr. Wm. Gibson, who is now an octogenarian, is a type of the hearty, wholesouled English business gentleman, and hardly looks more than sixty. He gave some interesting reminiscences of his early life on the road, from which we quote the following. It was, of course, in the early fifties he began, and there was little of railroads or other modern transportation facilities.

Well I remember the morning that I started on my new work. As I mounted to the box of my carriage and pair I felt that I was a prototype of Whittington and in a direct line for the Lord Mayor. But I found that I had much to gain and much to lose before I reached the goal. Those on the road know this experience, and how their self-confidence soon gives place to consciousness of a want of knowledge and power. Let a young man take out his stock or samples for the first time and place them before his

customer, and, like a young parson who preaches his first sermon, he finds that

"Whilst we do speak, our fire  
Doth into ice expire!  
Flames turn to frost."

One day, feeling keenly how much I had to learn of the details of the Lace Trade, I went to Mr. Crampton and told him what I felt. He replied, in his usual prompt, emphatic style; as he beat his hands, he said, "My good fellow, the less you know the more you'll sell." Encouraged by his remarks, I went on my way, increasing my sales month by month, but only by making increasing effort. These were gloriously hard days for the Town Travellers; we were not hampered by early-closing customers, or weekly half-holidays, but stuck at it "early morn till dewy eve." I did not look for leisure or pleasure, in the popular sense, until the little stream of my business attained the fulness of a river, and could thereby resist the



Wm. Gibson

drying and scorching sun of opposition, acknowledging no criterion but success.

Speaking of opposition reminds me of another incident, worthy of something more than a passing comment. I started one morning with my carriage and pair from Bow Churchyard to make my West End calls. Driving through Newgate Street I found the Old Bailey thronged with an excited and morbid mob, to witness the execution of two men. I drew my reins to please my curiosity. It was sufficient; I was there but a few moments to discover with Shelley that—

"With impotence of will  
We wheel, though ghastly shadows interpose."

I started again on my journey only to see, driving at a reckless pace down Snow Hill, my opponent in the trade, Mr. Eagle. I knew he was making for Shoolbred's, and if he got there before me I was done, for it was their rule, "first come, first served." I whipped up my horses down Snow Hill, when down one came

and broke his knees. I ejaculated, "My kingdom for a horse!" I had to turn to Bow Churchyard, and report my accident, when Mr. Crampton, to my great delight, simply remarked, with a flash of decision, "My good fellow, tell 'Gieve' to give you another horse, but do the trade"—an expression which has been my watchword ever since. I went out again; the experience had done me good, and this time I had no doubt about acquitting myself with reputation.

Well, I believe that I by this time knew all about laces, and whilst up till now I had only driven a pair-horse carriage, I resolved I would soon gain a thorough knowledge of ribbons—at least the ribbons that held my horses' heads. My tutor in this art was the landlord of the "Duke's Head," a very noted whip, who, with the greatest accuracy of eye and aim, could remove a fly from the leader's ear. I mounted the box of the four-in-hand coach, gathered up the reins and drove round the market square as proudly as any member of the Four-in-hand Club ever drove through Rotten Row.

This, however, is only one side of the picture. The coach contained a most valuable stock of not less than a ton of laces, gathered by my House from all quarters of the globe, and it had to be sold, and I meant to sell it. My final instructions when leaving London were never to plead poverty or wait unduly for a customer; there was to be no "hanging about," my stock was worth thousands of pounds, and my time most valuable, for my expenses were great. Two gentlemen with an expensive team—for, by the bye, Messrs. Copestake, Crampton & Co. have always been represented by gentlemen and treated as such—could not afford to stay in a town long without doing business. As a rule they knew their business and delighted in its accomplishments; this was never more so than in the period of which I speak. About this time the firm bought a stock of three hundred thousand pounds, and gave, perhaps, the biggest cheque that had ever been drawn by the house for a single transaction. This stock had to be sold, and for once I had a very busy time of it. I engaged in every important town in the eastern counties the town hall or the largest room I could find for the display of this immense stock of muslin embroideries, etc. We certainly startled the whole country, but it was at the expense, nay! it almost caused the destruction of the manufacturers of hand-made embroideries.

"Unlimited expenses, but do the trade," was the motto of the house. The trade was done, as the old ledgers, if dragged out from the vaults at the yard, would show.

It was always my commercial policy, whenever in my power, to oblige my customers in every way. I found it like the keystone to the arch—the strength of the order frequently depended upon it. Often such customers, especially in the old days, became personal friends, and I had to enter alike into their sorrows as well as their joys.

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

**A. R. CLARKE & CO.**  
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**Montreal Branch: 52 Victoria  
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# Gloves and Mitts

A good trade in long gloves is anticipated for the coming fall and winter. Short gloves will be worn during the early fall and to a very large extent throughout the season, but after the long-sleeved tailor-made costumes have given place to separate coats and the stylish one-piece gowns with the short or three-quarter sleeves, the long glove will no doubt increase very largely in demand. Sixteen-button lengths are thought likely to be most popular, with twelve-button mousquetaires a close second. Those who claim to know, predict that suedes will have a good sale during the coming winter, as this is said to follow closely upon the demand for chamois gloves. As to colors, it is said that the soft, pale shades are likely to continue popular, with pale greys, modes and lavenders in the lead. Prices will no doubt be considerably higher, as well. It is said that the grazing grounds of the animals which produce suede leather is becoming more restricted, and that less of this kind of leather is manufactured, as a consequence. This, coupled with the fact that the consumption of this and other leathers is continually increasing, will doubtless create a considerable shortage. Embroidered gloves are the newest thing in Paris, whence the fad will no doubt spread at a later date. The three and four-strand stitching now in vogue will give place to a much heavier embroidery.

It is said that light calfskins furnish a very good leather for gloves of a strong nature, when tanned as follows: The skins are first washed twelve hours in fresh cold water, for the removal of all salt, blood and other matters. They are then introduced into a weak borax solution in which they are further freed from all adhering dirt. After a thorough washing, they are ready for liming. In all the wet work, care must be taken to keep a clean and uninjured grain. Liming should not take more than eight days and should be conducted in fresh weak lime liquors throughout. After liming, the skins are washed and then steeped in a solution of lactic acid and are then pickled in a mixture of sulphuric acid and salt of the usual quantities. The skins are again washed, and are then ready for tanning, which may be carried out as follows: The skins are first drummed twenty minutes in a solution of nine pounds salt in twenty litres of water, per hundred pounds of pelt. Six pounds of alumina sulphate together with three pounds of borax dissolved in one

litre of water is now added to the liquor and the goods drummed for one hour. For the completion of the tannage a chrome solution must be added. Five litres of chrome solution is employed to commence with, and the liquor strengthened at intervals so that at the conclusion of the tannage something like fourteen litres solution has been used per hundred pounds of pelt. The addition of "tartar" towards the end of the tannage helps to give a soft and pliable feel. The goods are well washed after tanning, and then dyed and fat-liquored, after which they can be finished in similar ways to most glove leathers.

The dyeing of fur skins for fur gloves, mats and other purposes comes so frequently within the glove manufacturer's province that the following by J. Chaussin may be of interest: In view of the ever-increasing exigencies of fashion, ingenious inventors have succeeded, thanks to highly improved processes of dyeing and glossing, in imitating, to a very satisfactory degree, the rare varieties of fur, by aid of the skins of hare, rabbit, marmot and musk rat. In the case of domesticated animals like the rabbit, breeders have also contributed largely to these imitations by producing fur-bearing rabbits by selection and cross breeding. The imitation fur is, in some cases, preferred to the real article owing to certain properties which it may possess to a greater degree than the real product; for example, the otter with its thick and not very pliant skin is not equal in softness to properly dressed rabbit or musk rat skin; moreover the latter can be more easily dyed. The common fox, with a somewhat rough fawn-colored coat, has its skin, thanks to the dyer's art, transformed into the most beautiful black, and at the same time, *noblesse oblige*, exotic names are given to the product which please the buyers, who pay sufficiently high prices to be entitled to some consideration. In dyeing furs the same general processes are employed as in the case of textiles, but they involve particular methods of application. In any case, owing to its novelty and sudden development, fur dyeing is deserving of being treated as a separate department of the dyeing industry.

"Killing the Skins." This operation, which consists in treatment with alkaline substances, is necessary with different kinds of skins to enable the hair to fix the dye. The hair is brushed over with a mixture of

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Alum, 15 grammes per litre of water.

or with a solution of

Carbonate of Soda, at 6 degrees Baumé,

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which latter has a still more energetic action.

The "killing" is always necessary in the case of skins naturally very greasy, for example the opossum, Thibet lamb, etc. The skin having been brushed over on the hair side the coating is allowed to dry and the skin then carefully washed. Skins which are not "killed" must be washed with soap and carbonate of soda before dyeing.

Mordanting. A chrome mordant is usually employed when brown shades are to be dyed.

Bichromate of Potash, 2 grammes per litre of water.

Cream of Tartar, 1 gramme per litre of water.

Sulphate of Copper, 0.25 gramme per litre of water.

When dyeing grey and black shades, a copper or an iron mordant is most useful.

1 to 5 grammes of Sulphate of Copper per litre of water, or 1 to 5 grammes of Sulphate of Iron per litre of water.

The temperature of the solutions must not exceed 35 degrees C.; the skins after mordanting are carefully washed in cold water before dyeing.

Dyes of Furs. We shall chiefly deal with the ursol colors with which we have had occasion to experiment, though, without doubt, a large number of dye-stuffs may be used for the purpose, and from which a selection can be made by comparative experiment. The ursols are not dyes in the strict sense of the term, but oxidation colors, i.e., chemical products, which under the influence of oxidation agents like permanganates, bichromates, hydrogen peroxide, etc., develop the color on the fibre. Skins and furs can be dyed either cold or tepid, tints varying from the lightest blond to a deep blue black. As the ursols act in a very different manner on skins of various kinds, it is, of course, impossible to give general processes to obtain a given shade on all kinds of furs. Thus a special process to dye angora would be useless for rabbit. The ursols are readily dissolved in boiling water, and may then be diluted with cold water; the requisite amount of hydrogen peroxide is added and if necessary, ammonia. The skins are immersed in the solution and worked from time to time until sufficiently dyed. The tips of the hair may be dyed a different color by applying the dye solution with a brush.

Treatment after Dyeing. When dyed the skins are passed through the hydro-extractor to partially dry them, and the flesh side is then brushed over with a solution of

Kitchen Salt, 200 grammes per litre of water.

Glycerine, 100 grammes per litre of water.

Egg Yolk, 2 grammes per litre of water, and then dried, being finally cleaned and polished by drumming for five or six hours in a large wooden drum with fine sand.

Thibet. Mordant for six hours with chrome and then dye for six hours with

Ursol P, 1 gramme per litre of water.

Pyrogallic Acid, 1 gramme per litre of water.

Ammonia, 2 grammes per litre of water.

Hydrogen Peroxide, 40 grammes per litre of water.

This gives a light chestnut brown.

Thibet. Mordant for twelve hours with copper mordant (5 grammes per litre). Dye for twenty-four hours with

Ursol D.G., 5 grammes per litre.

Hydrogen Peroxide, 100 grammes per litre of water.

Dull black tint.

Hare. Kill the tips of hair with lime and sulphate of iron. Mordant six hours with chrome and then dye for six hours with.

Pyrogallic Acid, 0.6 grammes per litre.

Ursol P., 0.2 grammes per litre.

Ursol D., 0.05 grammes per litre.

Ammonia, 0.08 grammes per litre.

Hydrogen Peroxide, 16 grammes per litre.

The result is a marten color.

Tanned goat skins can be distinguished from sheep skins by the harder and rougher feel of the grain, states a German authority,

**To Distinguish Genuine Goat** because they are thicker and consequently firmer. But if a single separate skin is taken this characteristic

will not be so evident; and in finished leather the difference is often not sufficient to enable one to tell off-hand which is which, therefore, some other means of distinguishing them is desirable. One of these is to slice off with a very sharp knife about one-fourth of the thickness of the grain. If this piece of the grain surface is held up in the sunlight the hair pores can be seen through it; and as is well known in goat skins, the hair grows in little clusters, generally of three, but sometimes of two hairs together, with small empty spaces between. This is a sure proof of the genuineness of goat skin. Often when the leather has been blacked the color shows through the pores on the back, and the clusters of two or three points can be seen by the naked eye. The fine under wool between the larger hairs, that goats usually have in winter, have such small pores that they are not visible in this test, and therefore offer no hindrance to judging. The large hair pores in goat skins slope in the skin the same way as the hairs, and go in about half the thickness of the skin. On sheepskins, on the other hand, the pores are much closer together and smaller, and they enter the skin perpendicularly, while no grouping is observable.

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# Leather and Findings

The strengthening tendency hinted at in our last issue has materialized to a certain extent. Hides have taken an upward trend during the month. Although the advance has been but small, yet it shows that dearer hides are apparently coming.

It is said that the increase as far as the local market is concerned, was principally brought about by the action of one large firm. The receipts are light, and the hides coming in are of the very best quality. There cannot be said to be any accumulation taking place, a few carloads would clean up about all the stocks in hand. Tanners are showing a reluctant spirit when it comes to buying.

Here is something worth while making a note of. It is not a theory, but a practical reality, having been successfully tested by experts.

**A Pointer Worth Noting** A good grade of sole leather oil should be applied to sole leather before it is rolled, or cod liver oil may be used if preferred. The leather should be uniformly dampened, the oil should be put on very lightly, and the leather should lie after oiling until the oil is absorbed before the work of rolling is begun. The leather should be rolled very hard so that all rough places are down and smooth. Then hang up over night and dry; then take it down and gloss very lightly, being careful not to blister under the roller, which is very easily done by having pressure part down. If this is allowed, the operator of the machine, dark places will be found when the leather is hung up and dried, which should be done right after the second rolling. The flesh side of sole leather can be made good and smooth and given a fine color by being treated with a solution of pearline and cod oil. Into five gallons of water put six pints of cod oil and three pounds of pearline. Mix this thoroughly and apply it warm to the flesh, using a brush made of sheepskin. This solution should be put on about two hours before the leather is rolled.

The month just passed has been somewhat featureless as far as leather is concerned. There has been about the usual demand with about the usual volume of sales.

**Leather** For the most part prices have remained stationary. Buff has advanced slightly, while enamel cow is a little easier. Sole leather continues to move, the call being principally for the lighter and medium grades. Colored leathers are much in demand, and the coming season will find footwear in various shades very popular. Patents have evidently come to stay, being more in evidence than ever. Fancy leathers in all shades are meeting with about the usual sales at firm prices. The boot and shoe manufacturers have been placing some very acceptable orders which indicate a good season ahead. The business throughout the North-West is reported as keeping up remarkably well, and some splendid orders have been placed. Collections are not quite up to the mark, but are showing improvement.

The following from the Ledertechnische Rundschau will be read with interest by those who have experienced difficulties along this

**Clearing of Egg Yolk** line. The process outlined is patented in Germany by the Badische Anilin and Soda-Fabrik: "Great variation of color is encountered in egg yolks, and moreover, very frequently, yolks from the eggs of the same poultry have a darker red color in summer than in winter. These differences in color introduce difficulties in the tannery, and it is the dark-colored yolk which is least liked. Few useful methods for "clearing" the color exist. The use of such reagents as chlorine and sulphurous acid, whilst brightening the color, produces coagulation of the yolk. It has been found that the use of sodium hyposulphite for this purpose is of advantage. To 1,000 kilos of red yolk of duck's eggs, two to three kilos of sodium hyposulphite is added, and the whole well mixed and allowed to remain for twelve hours, when the red color will

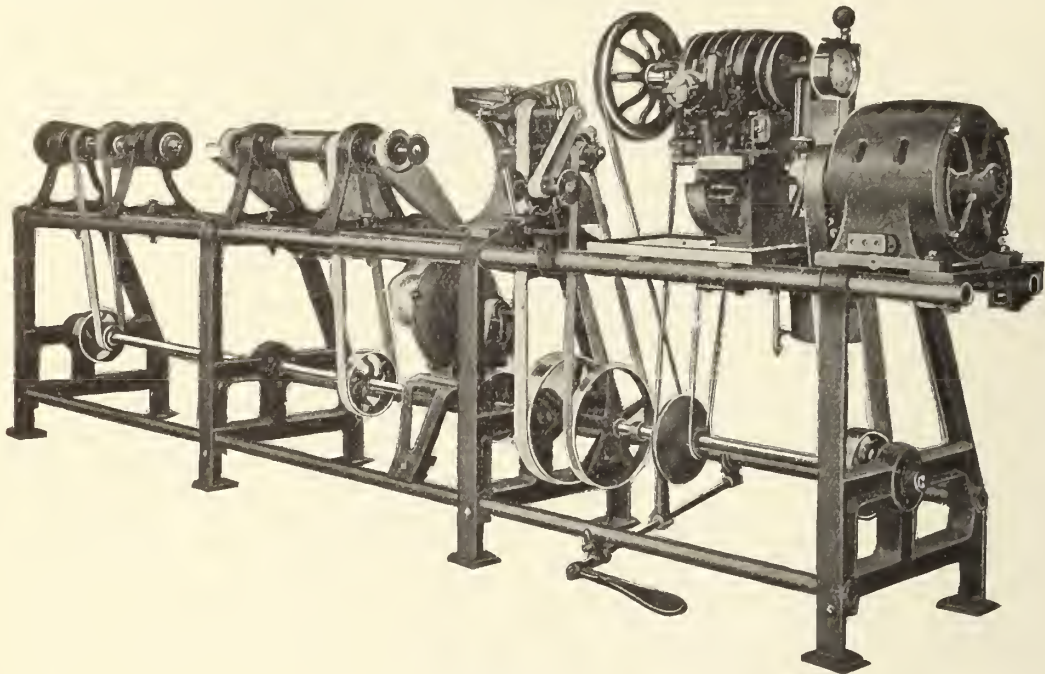


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be converted into a bright clear yellow. The sodium hyposulphite can either be added in the salt form, or else previously dissolved in water."

A large shoe manufacturing concern in the United States who had discarded colored kid from their samples for years has this season, upon the urgent persuasion of their salesmen, put in an extensive line of colored kid for sample shoes for the spring of 1911. It took considerable persuasion upon the part of the salesmen to convince the heads of the firm that they ought to show this line of samples, but they were finally convinced that colored kid in one staple shade will be in extensive demand in the shoe trade for the coming season. The salesmen surely ought to know what their trade are likely to want, as it is usually up to the "man on the road" to tell the manufacturer just what is to sell the coming season.

In the matter of increasing the weight and substance of sole leather Mr. Neuroth says: "In order to prevent undue loss of weight in the finished leather, due to beam-house work, it has been recommended to impregnate the skins, previous to tanning, with various albuminoid substances (originally recommended by Knapp); or a mixture of fish oil, tallow, and casein (recommended by Eitner). I have made experiments impregnating skins with glue, gelatine, albumen and blood, previous to tanning, and have obtained very satisfactory results, with a mixture of glue and blood. Two calfskins were tanned simultaneously, one of them having been previously treated with a mixture of blood and glue. The skins were tanned by the double-bath chrome process. When tanned it was found that there was an increase in weight of 35 per cent. in favor of the specially treated skin. The process also gave very good results when the treated skins were tanned with vegetable tanning process.

THE MARRIAGE IS ANNOUNCED of Miss Agnes J. McLachlan, of Cromarty, Ont., to Mr. George T. Hamilton, of Galt, on Wednesday, Aug. 24th, at Cromarty. Mr. and Mrs. Hamilton have gone on a trip to Winnipeg, Calgary, Edmonton and the Coast. On their return they will reside in Galt, Ont.

COMPANIES INCORPORATED—Notice of incorporation has been published of the Adams Shoe Company, Limited, Toronto; capital, \$40,000. The Canada New Shoe Company, Limited, Toronto; share capital, \$250,000. The Independent Rubber Company, Limited; capital, \$500,000; headquarters, Merriton, Ont.

## TANNING MATERIALS.

Under the generic name of tannins are comprised the amorphous substances soluble in water which precipitate gelatine and most alkaloids from their solutions, giving precipitates and colors varying from bluish black to green with iron perchloride. These substances form, with gelatines and analogous albuminoid substances, imputrescible compounds.

Amongst the tannins some give, by decomposition under the influence of acids, one or more molecules of sugar and acids with a phenolic function or polyphenols not yet defined. They have been ranged amongst the glucosides. The others on the contrary are decomposed into two molecules of acids with phenolic function of known constitution and into glucose; such is tannin strictly so-called.

The reason why tannins are yet imperfectly known is because the same plant very probably contains several species of tannins with very similar properties which are very difficult to separate for study. Tannins exist in many varieties of plants and from various parts of which they are extracted according to the plant in question; bark; wood; leaves; roots; fruit; excrecences; sap.

A certain number of substances containing tannin are utilized in the natural state, the chief ones being oak, pine, fir, willow, birch barks. The different designations and classifications which have been proposed for tanning materials, and tannin demonstrates how little these substances are yet known. Thus tannic acids are called by a name which recalls their origin; quercitannic (quercus oak) mimotannic (mimosa) gallo-tannic (nut-gall). For classification it has been proposed to divide the tannins into two categories.

1. Pathological Tannins due to punctures made by an insect and the action of which on the skin produces a substance not completely imputrescible; they do not make good leather.

2. Physiological Tannins extracted from certain healthy plants and which make good leather. A more chemical distinction is that due to the action of diluted acids which with the first category give gallic acid but not with the second. There are many other classifications. They have, for example, been divided into two groups those which produce a white deposit called bloom, on the surface of the leather, being comprised in the first. This white deposit has in certain cases been found to be ellagic acid from dehydration

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of ellago-tannic acid which exists in a certain number of tanning materials. Love first extracted it from the pods of divi-divi.

It is more scientific to class tannins according to the products they give when decomposed by heat which also makes it possible to form a more precise idea of the structure of mere tannins. Treated at about 200 deg. C. some give pyrogallol, some catechol, and others a mixture of pyrogallol and catechol. Whence three classes, viz., pyrogallic, catecholic and mixed tannins. In a work, awarded a prize by the Chemical Society of France ( a prize given by the Syndicate Generale Des Cuin de Peaux) Messrs. Ferdinand, Jean and Frabot gave another classification for tannins by the action of formic aldehyde at the temperature of a water-bath, in presence of hydrochloric acid on aqueous solutions of various tanning substances voluminous perfectly insoluble precipitates are produced with some of these substances, owing to condensation of the formic aldehyde with



Window Background, suitable for Glove Window—Shoe Retailer

the tannin. Closely observing the results obtained one notices that the pyrogallic tannins, when working with a suitably dilute solution do not give a precipitate, whereas under the same conditions catechol tannins produce an abundant precipitate. Precipitation of tannin is complete because if soda acetate and iron alum are added to the filtratum the characteristic reaction of the tannins is not produced. With mixed tannins precipitation is partial and in the filtratum there is a certain amount of tannin, decomposition of which produces pyrogallol. The authors, Messrs. Ferdinand Jean and Frabot, give the result of their researches on a certain number of tanning substances.

#### Tanning Substances Precipitated Hot by Formolin in a Hydrochloric Acid Solution.

Cork Oak (bark)	Palmetto
Oak (bark)	Malet Bark
Canaigre	Fir
Gambier	Larch
Mangrove	Cutch
Quebracho	Nut Gall
Mimosa	Hemlock

#### Tanning Substances Not Precipitated by Formolin.

Sumach (pure is not precipitated at boiling temperature. Precipitated in cooling or in a water bath.

Barberry	Valonia
Chestnut	Tamarisk
Logwood	Oak (wood)
Divi-Divi	Alianthus
Myrobolanes	Glandulosa

This reaction of hydrochloric acid and formolin can be utilized to detect and even analyze catechol tannins when mixed with pyrogallic tannins. It enables detection of the common fraud of mixing pistacia leutescus with sumach.

The molecule of tannin is so complex and of such great weight that addition of  $\text{CH}_2$  should alter the molecular weight but little. Consequently the precipitate formed with the formolin weighed represents, to within a little, the percentage of catechol tannin in the solution analyzed. In their experiments, however, Messrs. Ferdinand Jean and Frabot obtained a weight somewhat greater than those given by the International Association and the American Leather Chemists methods of analysis on a dry quebracho extract, for example, they found 70.8 instead of 67.47 obtained with the hide powder method. The results obtained are very constant in spite of any variation in the amount of formaldehyde and hydrochloric acid added.

Tannin Extracts—In addition to the raw materials directly utilized by the tanning industry, the methods of extraction now in use make it possible to cheaply obtain products which not only contain tannin but the various substances which accompany it and are partially absorbed by the skin. Tanning materials, in fact, contain in addition to tannin and non-acid substances, an amount of acids or salts of acids, and it is the latter, styled non-tannins, which are the necessary and essential adjuncts in tanning. Some writers maintain that pure tannin does not give leather without the aid of non-tanning bodies, i.e., addition of a little organic acid is necessary. Liquid extracts are usually supplied at 20 deg. or 25 deg. Baume. Commerce rarely requires a greater density. These substances are packed in petroleum barrels or those of similar dimensions.

Chestnut is the chief material used in France; and in Austria and Germany oak wood. France exports about 30,000 metric tons of chestnut extract yearly. Barked chestnut wood contains five to six per cent. tannin, in Corsican chestnut they contain nine per cent. The other materials employed are principally oak and quebracho, which later arrives in logs from the forests of South America. Though rich in tannin this wood gives a light weighty leather for the weight of assimilable matter it not great. Fir and pine bark, five to eight per cent. tannin, hemlock bark from a variety of Canadian fir, eight to 10 per



cent. tannin, resin and red coloring matter; hemlock extract is exported from the United States. It is a liquid containing 28 to 30 per cent. tannin. The canaigre is a herbaceous plant of Mexico with tubers containing tannin which has been utilized for tanning since 1885. The dried tubers contain 25 per cent. tannin. Certain varieties of Australian acacia and mimosa contain as much as 50 per cent. tannin in the bark. Liquid extracts are made containing 36 per cent. to 39 per cent.; pasty ones with 40 to 43 per cent. and solid 60 to 65 per cent. Sumach leaves and branches dried in the sun and crushed contain an average of 22 to 24 per cent. Mangrove tannin. Sumach, valonia, myrobolanes, etc., generally employed in the natural state are of less interest to the extract manufactures.

Comparative Value of Wood and Extracts—Oak bark is a type of the best tanning material. In 100 different tanning substances absorbed by the hide there is 80 per cent. tannin; 17 per cent. assimilable substances, plus one per cent. resinoid matter and two per cent. inert. If the bark is treated to obtain the commercial extract at 25 deg. Baume, under the influence of heat the composition of the absorbable matter changes; there is then 75 per cent. tannin, 10 per cent. assimilable substances; 10 per cent. resinoid and five per cent. inert. Thus there is a considerable difference between the percentages of assimilable matter. This demonstrates that the extracts manufactured rapidly and at a low temperature are the best. With oak and chestnut wood the difference is less because their assimilable substances are less decomposable. Oak wood extract is less suitable for tanning than the bark and well-made bark extract. The percentage of assimilable matter in the wood is less than in the bark, but on the other hand, the extracts associated with the tannin are in greater quantity. Absence of a part of the assimilable substances gives a brittle leather when tanning process is not carried out with the required precautions. There is a remarkable feature with regard to plurality of tannins in the same plant. The reaction of Ferdinand Jean and Frabot to distinguish pyrogallic from catechol acids easily distinguishes oak wood tannin, as it does not precipitate with formolin, consequently pyrogallic acid, from bark tannin which gives it a precipitate and is consequently catecholic.

Chestnut wood extracts, the most extensively

used of all, has the same disadvantages as oak wood. It gives dry light weighing leather. However, by combining with the chestnut extract another tannin substance containing a great proportion of assimilable non-tannin matter an excellent leather can be manufactured. The following table gives the composition of the most commonly used tanning materials. Their composition will show whether they produce a soft or dry leather: —

	Tannin	Non-tannin Assimilable Matter	Resinoid Substances	Inert Substances
Oak wood .....	85	10	2	3
Oak wood extract, 20° B....	80	6	5	9
Chestnut wood extract, 20° B.	87	9	0.5	3.5
Quebracho wood .....	80	13	5	2
Quebracho wood extract, 20° B.	78	10	10	2
Pine bark ... ..	75	15	12	3
Pine bark extract .....	75	12	15	3
Valonia .... ..	80	18	0.5	1.5
Valonia extract .....	80	16	2	2
Hemlock .....	70	12	16	2
Hemlock extract .....	70	10	18	2
Knopperrn .....	78	18	2	2
Knopperrn extract .....	78	15	5	2
Alder bark .....	79	12	4	6
Alder bark extract .....	78	10	18	4
Divi-Divi ... ..	80	16	2	2
Divi-Divi extract .....	80	14	4	2
Mimosa .....	75	12	12	1
Mimosa extract .....	72	10	15	3
Sumach .....	88	8	2	2
Sumach extract .....	86	7	3	4
Myrobolanes .....	75	9	9	6
Myrobolanes extract .....	72	9	9	6
Nutgalls .....	90	5	2	3
Nutgalls extract .....	90	3	4	3

This table, compiled by Villon, clearly shows the advantages of the various species, with due considerations of color and prices.

Absorption of Non-Tannin—M. Lorenzo Dufour noted that by heating amylaceous substances from sugar on a naked fire until complete fusion a kind of caramel is produced, soluble in water, which gives no reaction of tannin, whereas when filtered through hide powder in accordance with the international official method of tannin analysis by the filter well, a fixation is obtained which may represent as much as 17 to 60 per cent. of tanning substances, according to the degree of torrefaction of the hydrocarbon material. He

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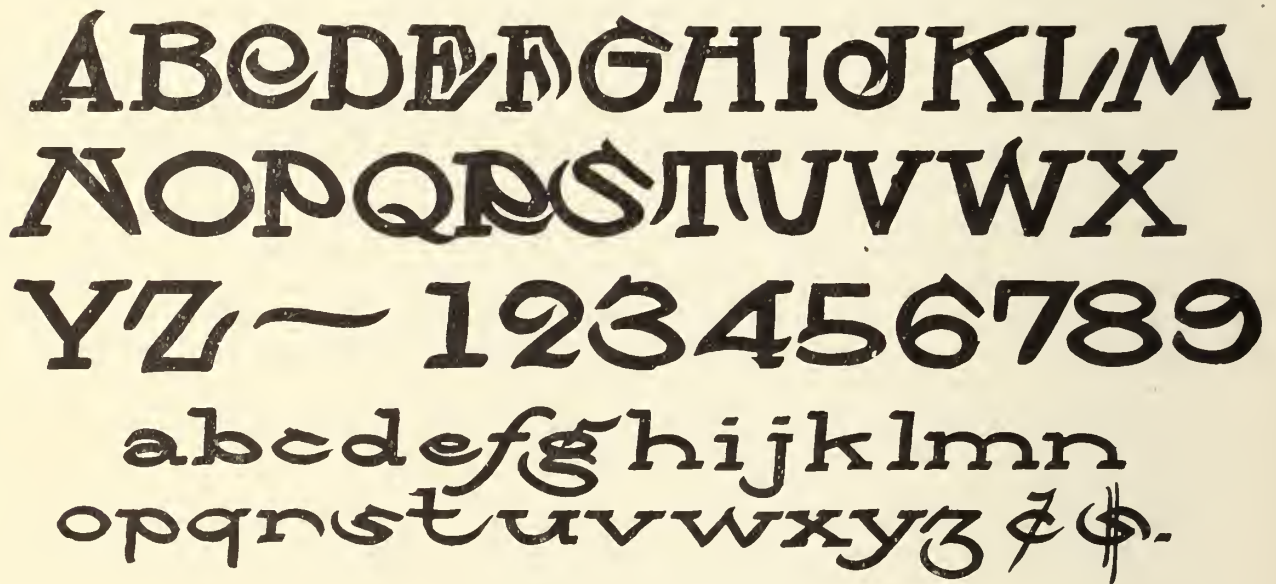
also observed that the degree of fixation was considerably increased by adding a little pure tannin to the hide powder whereas addition of other natural tannins, e.g., quebracho have much less effect on this fixation. To explain this difference he expresses the opinion that caramel and similar substances contain compounds which act like tanning materials with hide powder, and that in combining with these substances pure tannin forms a kind of composite tannin like that which exists in plants, whilst the composite tannins have less tendency with the pseudo tanning material of the caramelized substances.

It would therefore be interesting to ascertain whether the addition of a little tannic acid to an astringent solution can cause a greater fixation of the non-tannin, i.e., increase the yield of leather.

Sulphite Extracts—In the manufacture of extracts, the clarification and decolorizing, introduces a certain number of chemical compounds from which

ties of hide substances which can be precipitated by neutralizing the liquor and afterwards saturating it with salt. Thus there is considerable disadvantage in the employment of old used liquors, in tanning, containing an accumulation of non-tannic acids. There would be risk of producing empty leather with poor yield and considerable loss of hide substance.—  
Leather.

WOULD ADVERTISE AT FAIRS—That local merchants are awake to the advertising possibilities of the fall fairs, and that they are rightly exerting this influence to preserve their local character is evidenced by the influence that is being brought to bear against the attempt of large city mail order houses to also use the fairs for publicity purposes. One of the letters received on this question is as follows: "The secretary of our fall fair has just received a letter from a Toronto departmental store in which they ask permission to erect a large tent on the grounds, in which they will give a continuous free exhibition of moving pictures of their store, etc. As this is not the only fall fair centre that will be approached in this manner, I thought



Alphabet for Show Card Writers

the extracts are not always afterwards completely freed and which are inconvenient in estimating the value of the tanning material in the extract.

For some years extracts have been sold in the manufacture of which considerable amounts of sulphite and bisulphite of soda are employed which act as preservatives of the extract but chiefly as solvents of the tannin red, e.g., the phlobaphenes of quebracho which thus become soluble in water.

Apparently the use of bisulphite extracts for tanning presents no inconvenience from the point of view of production of a certain amount of sulphuric acid by oxidation. The fibres of the skin we know are a great affinity for free sulphuric acid. Consequently it is only after a great number of experiments that conclusions can be drawn in this respect.

Solubility of Leather in Acid Liquors—Dr. Parker observed that in acid tanning liquors, especially those containing gallic acid, there are large quan-

ties of hide substances which can be precipitated by neutralizing the liquor and afterwards saturating it with salt. Thus there is considerable disadvantage in the employment of old used liquors, in tanning, containing an accumulation of non-tannic acids. There would be risk of producing empty leather with poor yield and considerable loss of hide substance.—  
Leather.

ERIK W. TILLBERG, of Westervik, Sweden, has been granted a Canadian patent on "Treatment of organic extracts of tannin." Marion and Marion, patent attorneys, of Montreal, will be pleased to supply any information free to inquirers.

ASSOCIATION PROMOTES REFORMS—The Manufacturers' Association are urging changes in the parcel post law to permit the sending of parcels of a greater weight than five pounds. This is a matter of general interest, and Canada is still behind Britain and Germany in regard to such accommodation.

## FAIR STITCHED SHOES.

Edwardus in American Shoemaking makes the following interesting comparison of fair stitched shoes in America and France:—Fair stitched shoes form a class by themselves and are usually made in factories where McKays are handled. This because very little extra machinery is needed where the McKay equipment is already installed. This extra machinery consists of an outsole sticher as expensive item. On this outsole sticher, the fair stitching operation is done and it comprises the fastening to the outsole of a slip sole, sometimes only a strip of leather, about the width of a welt, by means of a seam around the forepart of the sole, at a short distance from the edge. This is to give the shoe an appearance of welt work. The effect is more perfectly obtained in some factories where they cement a piece of imitation welt onto the sole, in the shank part and fair stitch from heel to heel.

For a good while, the only machine used in fair stitching shoes was of the chain-stitch type. The chain side of the seam being covered by the channel. It was then impossible to get the "aloft" effect of the Goodyear latest styles. Since, machinery men have been working and there are now on the market machines of the lock-stitch type enabling McKays' manufacturers to get aloft stitches in their fair stitched shoes in a very clean and satisfactory manner.

The fair stitching operation gives better results when done in the sole leather room, before the soles are laid, though some large firms do it after the shoes are McKay sewed. Both methods have strong followers, but the first one is in a more general use and this is a strong argument in its favor. It brings, outside of better work in the finished product, a saving in the labor cost estimated, in one instance personally known, of two cents per dozen. It is an unquestionable fact that there is less work in handling a case of soles than a case of shoes. Moreover, it is easier, done quicker; it takes up less floor space and the soles are at this stage in better temper than at any other stage of the making process.

With this method, the sole layer is expected to do his work right, for a sole laid on crooked will cause the edge trimmer to run into the seam, thus spoiling the shoe.

After the soles are laid, fair stitched shoes follow the same course at McKays, except perhaps the wheeling done on the Booth machine, an extra operation, and better attention given to finishing in general. The finished product, when handled right in making it, has the appearance of Goodyear, of course to a certain limit, without flexibility.

It would surprise many American shoe men to see and study how many French manufacturers get their fair stitched work done. They get it done, no

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You will find the styles correct, the lasts up-to-date.

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doubt about this, but how differently and more expensively.

At first, the majority have not the least suspicion of the existence of any other machine to fasten sole and tap together than the Goodyear machines. Machines with curved needles have never been designed for the purpose of stitching soles not attached to shoes. Consequently, it is impossible for Europeans to even dream of a practical and satisfactory result in fair stitching their shoes in the sole leather room, as long as the right kind of machine will not be used. I say "Europeans" though the heading of this article refers to "France," because conditions in European shoe factories are almost alike. Speaking about one not among the worst, may be considered a fair interpretation of the generally prevailing conditions.

Some attempts of fair stitching in the sole leather room proved failures and this operation takes place now after sole laying. It is done on the Goodyear outsole stitcher or machines of the same type.

Here is a description of how the work is handled in many places where the usual operations differ from American methods.

After being lasted, shoes are taken to the sole layer and a slip sole is tacked on. The lasts are then pulled out. The shoes wheeled to the McKay sewer who sews the slip sole. No special channel or groove is made to help the McKay sewer to place his seam innersole. It is rather a guess work. After this, the same lasts are replaced into the shoes and the soles laid as usual on the Taper Tacker. The Goodyear stitcher stitches the forepart, the McKay sewer takes the shoes again and sews the shanks.

The shoes are then mixed with McKay work until finishing except however when stitches are separated on the Hadaway stitch separator.

Though labor is cheap for each of the above operations, one may easily understand the waste of the method comparatively with the American one.

However, I must say that, the stitching being done on the Goodyear machine, gives the shoes an appearance nearer to the welt work. To perfect the shoes, I have seen places where the slip soles were being levelled and the edges beaten out before laying the soles.

Following are the prices paid for the operations spoken about above, in order: Tacking on slip sole, 20 cents per 100 pairs; pulling out last, 20 cents per 100 pairs; sewing slip sole on McKay, 24 cents per 100 pairs; relasting, 30 cents per 100 pairs; sole laying, 52 cents per 100 pairs; pulling out last, 20 cents per 100 pairs; Goodyear stitching forepart, 43 cents per 100 pairs; sewing shank on McKay, 24 cents per 100 pairs; and to this the royalty on Goodyear stitcher.

Do you not believe that the American method would save one-half of these?

In the purpose of saving on labor, some superintendents have tried, in using the same kind of slip

sole, to have the shoes leave the lasting room like McKays, have the forepart stitched on the Goodyear stitcher and then sewed from heel to heel on the McKay sewer, thus saving a few of the operations described above. But think of the results, on account of the almost impossibility for the Goodyear stitcher to keep his line of stitches close enough to the edge, to leave room enough for the McKay seam!

The best I have seen nearing a better result, was the tacking on of the slip sole by means of tacks, the staple kind, driven in, a short distance apart; the sole laying as usual; the forepart stitched with the lasts in and the shanks McKay sewed after the lasts being pulled out.

But, how complicated, in comparison with American methods!

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UTZ & DUNN CO., STOCK SHOES—A very neat and concise catalogue of stock shoes is that issued by the Utz & Dunn Co. of Rochester, N.Y. This is well illustrated, contains an excellent selection of lines which are bound to be money-makers and ready-sellers. Good descriptions are given in addition to illustrations. The booklet is concise and is put up in a most convenient form for ready reference.

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WANTED—Experienced salesman of staple lines to form brokerage company with young man with some capital. Address Box J. 67, Shoe and Leather Journal, Toronto.

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### FOR SALE — TANNERY MACHINERY

One tanning drum, 8x8 feet, nearly new, latest improvements, capacity 50 heavy hides, has roller bearings, composition door, thermometer, 6 round iron hoops, 3-inch staves, 5-inch heads, head gear, complete with counter. Shafts for reversible motion. One Union Splitting Machine, run by power. One automatic splitting knife grinder. One combination rolling, glassing, and printing machine run with two speeds. One ratchet Skruie leather press. One copper centrifugal pump complete. Apply, Tannery, Canifton, Ontario.

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**MONTREAL**

## MANUFACTURE OF CHROME BELTING LEATHER.

By a Practical Tanner.

That chrome tanned belting has come to stay, there is no doubt. Those who have tried a chrome belt have nothing to say against it. When chrome belts were first put upon the market they were supposed to be for wet work only, but now it is known that they can be and have been used in all kinds of places and under all kinds of conditions and not found wanting.

We have in mind good, straight tanned chrome belts. There have been made some belts called chrome that were chromed first, then retanned in a vegetable tannage, to plump the leather and sold for chrome; but this class of leather is not chrome; it is not as good as chrome or a straight vegetable tanned leather. As soon as chrome leather is retanned in vegetable tannage, where over three per cent. of the vegetable tannage is used, it has lost its character and has no strength, and it is dry, empty and, in fact, no good. Some tanners started to make this kind of leather so as to get a large yield from a light hide, but it did not work, and in a few cases injured the straight chrome belt.

When buying a chrome belt there are a few points to go by in order not to be "buncoed." The leather is either a sea green or a robin's egg blue. You can cut a piece off and light a match to it, and if it is chrome it will take a long time to burn it. If it is vegetable tanned it will curl up quickly and burn.

In the making of chrome leather for belts it must be borne in mind that a good, heavy piece of leather cannot be made from any hides that weigh less than sixty pounds in the hair. There is a large percentage of leather from this weight of hides that will have to be worked into a double belt. To make leather heavy enough for a heavy single belt, the tanner must work a hide from eighty to one hundred pounds in the hair, as it is impossible to plump a hide in the chrome tannage. We hear of tanners who are trying all kinds of schemes to plump chrome stock. They had better save time and money, for just as soon as chrome is plumped it will lose its strength and character. It is the close condition of the fibre that makes chrome leather so strong, and when a material of any sort is worked into the leather to keep the fibre distended it prevents the interlocking of the fibre and the leather will be tender. This peculiar formation of the fibre in chrome tanning is what prevents the tanner from getting the same amount of measurement that he gets from a vegetable tanned leather. When it is well known that hides tanned into chrome leather cannot be plumped, the tanner, to be successful, must work his hides through the bran house so as to get his stock soft and in proper condition to receive the tannage and not lose any hide substance.

To start to make leather for chrome belts, the tanner must get good, plump hides that will soak up

soft in forty-eight hours. He should string them in the soaks; that is, hang them in with strings and hooks, and not throw them in the soaking vat in any old way and expect to get uniform results. When they have been in the soak twenty-four hours, put them in a mill and mill for fifteen minutes without any water, then turn on the water and mill for five minutes longer, so as to wash out all the dirt. Next, put them back into the soak for twenty-four hours. When the time is up they are ready to flesh, either on a machine or by hand. A machine for whole hides must be used, as the leather must be made up into butts, not sides, for butts cut into strips for belts more advantageously than sides. After the hides have been fleshed they are put into cold clean water for a few hours and worked from there into the lime.

First-class leather can be made with this beam house method. Have a row of five lime pits to start the first pack. Use two per cent. of lime (to the green-salted weight) in the first pit. Be careful to put the hides in the lime flat and allow them to stay at least twenty hours; then into pit No. 2 make up a lime using two per cent. lime and one-half of one per cent. of sulphide. Put the hides into the second pit for a day, then make up No. 3 lime, using one per cent lime and one per cent. sulphide. Put in hides and allow to stay a day. Now, make up pit No. 4, using one per cent. lime, and warm it up 75 to 80 degrees in the winter and 65 to 75 degrees in the summer. Put in hides for a day. In pit No. 5 put warm water, 75 degrees in summer and 85 degrees in winter. Put in the hides and allow to stay three to five hours. They are then ready to unhair.

They should be unhaired and worked on the grain to remove all fine hair and gurry. They are then put in a wash wheel and washed in running water for ten minutes, when they are ready for the drench. The drenching should be very light—just enough to get the grain soft. A bacterial drench is best to use, as it gives a much softer grain than a chemical or acid drench. When the hides are drenched they are given a light wash in a mill and are then ready to pickle.

With this beam house method the second and following packs will not require as much lime as the first pack. For the second pack use only one per cent. of lime in the first pit; one per cent. of lime and one-half of one per cent. of sulphide in second pit; one per cent. of lime and one-half of one per cent. of sulphide in third pit, and one-half of one per cent. of lime in fourth pit. Clean No. 1 pit every four weeks; No. 2, every three weeks; No. 3, every two weeks, and No. 4 every week. Use clean warm water every day.

After the hides are drenched they are trimmed into butts. Make the butts 4 feet 6 inches long and about 4 feet wide. Some hides will cut into a butt 4 feet 6 inches wide. The bellies and heads are tanned

in extract and sold for offal. The butts are then pickled in an England (paddle) wheel, using sixty pounds of salt to each one hundred gallons of water in the wheel tub; then weigh the butts and for each one hundred pounds of butts add to the salt water in the wheel tub fifteen pounds of salt and a pint of oil of vitriol. Stir this up well and put in the butts and run the paddle wheel two and one-half to three hours and allow the butts to stay in the pickle liquor over night. This pickle liquor can be used for successive packs until ten packs have been worked through by adding to the pickle liquor twelve pounds of salt and one pint of oil of vitriol for each one hundred pounds of butts in each pack.

After the butts have been in the pickle the full time, they are removed and placed in piles for twenty-four hours, when they are ready to tan. The single bath is best for heavy leather, as it is cheap and simple to handle. When the butts have lain twenty-four hours in the pickle, put them in a drum and make up a liquor containing five pounds of concentrated single-bath chrome liquor, eight pounds of salt, three pounds of Glauber's salt and fifteen gallons of water to each one hundred pounds of butts. Put half of this liquor on the butts and run for one hour, then put in the other half and run another hour.

Take out the butts and pile down over night. The next day make up a liquor, using ten pounds of concentrated chrome liquor, twelve gallons of water and five pounds of salt. Warm to 75 degrees, put in the butts and run three hours. Then stop mill for two hours and run another hour and allow to stand over night. The next day run the mill three to four hours, when the butts will be tanned. They are then placed in piles to lay two days, when they are pressed and shaved. When shaved they are put in a mill with a solution of borax, using two pounds of borax and twelve gallons of warm water to each one hundred pounds of butts. Run in this borax solution for an hour, then put in a wash wheel and wash in running water for one-half to three-quarters of an hour. They are then ready to fat-liquor.

Make up a fat-liquor by using one pound of soft soap (hg soap), three pounds of German degrass, two pounds of neatsfoot oil. Boil an hour, then stir in two pounds of moellon degrass and add six ounces of borax that has been dissolved in a little water. Stir well for at least ten minutes and add enough water to make twelve gallons. Put the butts in a clean mill and add fifteen gallons of water, 160 degrees Fahrenheit, into which has been dissolved four ounces of salts of tartar for each one hundred pounds of butts. Run the mill for fifteen minutes and then drain, then put in the fat-liquor at a temperature of 140 degrees and run mill 45 minutes. Take out the butts and pile down for twenty-four hours and set them out good and hard. A machine is best for this work. When they have been set out, oil them off on the grain with equal parts of cod oil and paraffin oil.

Pile down again grain to grain and allow to lay until next day, then hang up until dry. When dry, put them into hot water and allow to lay over night. The next day put in the belt stretchers and stretch very hard and allow to get thoroughly dry before taking from the stretchers. It is very essential to get all of the stretch out of the leather before making up into belts. Be sure and have a mill that is free from acid for fat-liquoring. The tanning mill must be clean, for if there is any vegetable tannin in the mill it will discolor the chrome and make a nasty-looking belt.

These directions carefully followed will make a first-class belting butt.

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OBITUARY—Members of the trade will note with regret the very sudden death of Mr. Harry C. Spencer on Sunday, July 24th, at Mt. Clemens, Mich. The funeral will be held on Thursday, 28th at four o'clock, at his Dorchester home, 38 Hartford St., Dorchester, Mass.

"TEASER," "TICKLER," "HEADLIGHT," "WHEAT" are four names that will surely become popular in the shoe business of Canada. They are the names applied to four new lasts turned out by Cook-Fitzgerald Co., London, for spring, 1911, and they are "dandies." Mr. Donovan has been sitting up nights figuring out spring styles, and—well when dealers see the line they will agree with us when we say his time has been well spent. The line is far in advance of anything they have yet put on the market and will surely knock a big hole in the yearly amount of American imports. Travellers have just started on their spring trip, so pleased with the line that they are looking forward to breaking all previous records by a large margin.

A BRITISH OPINION—The Boot and Shoe Trades Journal, of London, Eng., has the following to say about the rumored merger of Canadian tanning interests: "Very late in the day, the Intelligence Department of the Board of Trade announces the combination of fifteen leather companies in the provinces of Quebec and Ontario. The combination, it is said, will control more than seventy-five per cent. of the leather output of Canada. The capital authorized is said to be over \$20,000,000, or upwards of four million pounds. The object of the formation is to embark on the export trade and to compete successfully with similar combinations in the United States of America. Canada is a pretty young country to go in for trusts, and rather unwise to try to follow in the footsteps of America. As far as we can see, the leather trusts have done no good to America. They have succeeded in keeping up leather prices at home, but by dumping their surpluses here they have enabled British shoe manufacturers to undersell their domestic customers. Of course, the average Free Trader will put the formation of this trust down to the existence of duties, or Protection, but it is nothing of the kind, for here we in Free Trade England have a tobacco trust, a cotton trust, a shipping trust, and what is to all intents and purposes a cocoa trust. The common idea of a trust is economy, and there is no doubt that very large economies—economies which amount to a large percentage of profit on the capital employed—are effected. But at the expense of what? The expense of progress. Let a corporation or a private concern feel that it has got the business for which it sets itself out to secure, and, in common parlance, "its number's up." It may be a long time before the truth of this remark is realized, but it is true. The Canadian leather men have made a big mistake, and the leather industry of the Dominion has been put back a decade or two by this foolish and unnecessary combination.

## ANNOUNCEMENT

# To CANADIAN GLOVE MANUFACTURERS

The National Leather Company of Canada, Limited, beg to announce that they are entering upon the manufacture of Sheep Skin Glove Leather, with a special view to the requirements of the Canadian Trade.

A Specialty is being made in Kid, Suedes and Fleshers; also Chrome Suede, in Brown, Buff and Drab.

## THE NATIONAL LEATHER CO. OF CANADA LIMITED,

### TORONTO, ONTARIO

#### QUEBEC NOTES.

On the 2nd of August there took place in the afternoon, the funeral of the late Colin H. Ashmead, eldest son of Lieut.-Col. A. F. Ashmead, and for many years an esteemed employe of J. A. Scott, leather merchant, Valier Street. A large concourse of mourners, amongst which we remarked many boot and shoe manufacturers and leather merchants, assembled on the occasion to do honor to the memory of the deceased. The funeral service took place at the Methodist Church, where the Rev. Dr. Jackson officiated. The chief mourners were Lieut.-Col. Ashmead, father of the deceased; Arthur Ashmead, his brother; Major T. S. Hethrington, uncle; and Errol Hethrington, cousin. The floral tributes were very numerous. Among them were the following: Mr. and Mrs. J. A. Scott, Mr. and Mrs. J. S. Ritchie, Mr. and Mrs. John Ritchie, Messrs. A. Richard, W. Richard, A. E. Marois, W. Stevens, L. Borne, A. Myers, P. Hebert, employes of J. A. Scott, etc.

At the beginning of August the fire brigade was called for a blaze which had broken out in the shoe factory of McKean & Co., St. Valier Street. The fire was in one of the departments on the fourth storey, and when the firemen arrived smoke was issuing in large volumes. The firemen made quick work of the blaze, and after a quarter of an hour's work had it under control. It is supposed that the fire was caused by a match carelessly thrown down by an

employe while on his way to lunch. The damages were caused chiefly by water.

M. Onesime Goulet opened during the middle of August a boot and shoe factory on St. Valier Street. M. Goulet is continuing alone as M. V. Garant, his former partner has retired from business on account of sickness. No doubt M. Goulet will have great success, as he is well known and esteemed all over the country.

It is probable that the annual general meeting of the Quebec Boot and Shoe Association will be held during September.

**AMATEUR THIEVES**—The shoe store of Mr. F. L. Falardeau, at No. 124 St. Joseph St., St. Roch's, Que., was entered by thieves the night of Aug. 3rd, and four pairs of shoes were stolen. The entry to the store was gained by the shop door, which was unlocked, probably by the use of a skeleton key, and the place was ransacked from top to bottom.

**MAIL ORDER CREDIT SYSTEM**—Two large Chicago mail order houses have now started a credit system among farmers whereby they are giving from forty-five to ninety days' credit on all goods. The credit system is very complete in many instances, and some influential farmer is often given his goods much cheaper for the service he renders in giving the houses lists of names and guaranteeing the integrity of his neighbors. The credit system might be expected as the next step in the methods of catalogue houses, as they exist in Canada. If retailers were only as keen for business, were working harmoniously together and were in fighting trim, there would be less apprehension in this regard.—Ex.

## SHINEOLOGY.

The accompanying illustration is of the "Nugget" Polish booth at the Brussels Exposition, totally destroyed by fire, which recently wiped out the British section. No time was lost in rebuilding, however, and it again appears as it did before the fire.

The great success of the Nugget Polish Company is partly due to the appearance of such exhibits of their products at every prominent exposition. This company never loses an opportunity to let the public at large know of their production, which is turned out to fulfil every claim they make, and give absolute satisfaction. This is one reason why to-day "Nugget" has become a household word the world over. They realized from the beginning that there was only one way to reach the goal of success, and that is: Let the people know who and what you are, what you are producing for their use, back up every statement you make with "the goods," and give your customers fair, honest and upright treatment. This has



A. R. Kent

the Canadian market about five years ago, they have continued to so increase in popularity that to-day the Canadian sales of "Nugget" Polishes are more in one month than the total sales of the initial year. Of course one realizes that no matter how good the commodity, unless it is properly marketed, it will never meet with success. The success with which "Nugget" is meeting in Canada, goes to show that affairs of the "Nugget" Polish Company are in excellent hands. In Mr. A. R. Kent they have a man who has their interests so much at heart, that, literally speaking, he thinks, talks, eats and sleeps, only "Nugget" Polishes. One of Mr. Kent's favorite pastimes is reading a Jewish publication which he receives from Montreal. Not understanding a word of Yiddish, his mind is so engrossed in "Nugget" Polishes that he believes and claims that every article appearing in the paper is pertaining to "Nugget."

Mr. Kent is an American citizen, so much so that he celebrated the Fourth of July last by having the "stork" visit his home. It's a girl, and a fine big healthy one at that. We noticed the unusual brightness to his smile about that time, but did not know the cause thereof, until one day he asked our representative's advice regarding a baby carriage. However, we all know it now, and we feel that Mr. Kent's many friends in the trade will join us in extending congratulations.



ever been their policy, and their great success is sufficient proof that it is the right and only one.

In Canada the success of "Nugget" Polishes has really been phenomenal. Since their appearance on

It is now five years since Mr. Kent came to Canada from New York City, to open the Canadian branch and take full charge of Nugget Polish Company's affairs in Canada. That he has done his duty,



we all know. One has only to look on either side to see evidences of his energy and ambition. We can only hope his efforts will continue to meet with the success so well merited.

We have been fortunate in securing his latest photo, which is herewith reproduced, in order that his many friends may see how well hard work agrees with him.

**INCREASING**—Since the opening of their new factory in Brantford, the business of the Brandon Shoe Company has continued to increase rapidly. And why shouldn't it? They have a model factory, fitted with the very latest shoe-making machinery, manned with only first class workmen. In addition to this they are using the best materials and are turning out some very fine styles. That their business will continue to increase is the verdict of every one who has seen their line for spring, 1911. Numerous new lasts and styles have been added, coming direct from the great American shoe centres, where Mr. A. Brandon spent several weeks making the selection. For a line of men's fine shoes to retail at \$4.00, \$4.50 and \$5.00—well, we understand the travellers are now showing the line, so you can see for yourself.

**MESSRS. GETTY AND SCOTT** have greatly strengthened the "Classic" line for spring, 1911. Those who already know the strength of this line will appreciate just what this means. Many new styles and lasts have been added, the majority of which are worthy of special mention, among which are the "Chantecler" slipper and sandal, and Kandy Kid in childrens and misses; a line of infants in burlap and black silk, something entirely new to the Canadian market; Jockey Roman Sandal, the "Hurdle" and "Beaut" lasts for growing girls and young women, and many others. Travellers are now showing samples and dealers will no doubt have the opportunity of looking the line over very shortly. The factory of Messrs. Getty and Scott has been thoroughly renovated of late, new patterns having been installed throughout by an expert who is continually in their employment.

**WHAT'S THE MATTER WITH FATHER?**—He's all right. That was a fine display of bouncing baby boys at the



A. A. Orendorff

National Exhibition on Labor Day. But don't run away with the idea that they were all there. London boasts the possession of the finest little chap on the continent. The "Stork" visited

the home of Mr. A. A. Orendorff a couple of months ago and left 14 1-3 lbs. of the cutest human anatomy that the 20th century has beheld. Talk about smiles, A. A. has grinned himself out of all recognition. He is most tickled to death. And why



Fourteen and one-third pounds. Gee! how my bill aches.  
That Orendorff job was a peach.

shouldn't he be?—the darling is the image of his proud papa. It is amusing to hear A. A. sing a lullaby, but he hums it all right. It is wonderful what a change has come over Orendorff. This sage of shoedom used to talk only of Astorias and Libertys, but now his vocabulary has been enlarged and he chirups enchantingly of the "tittle tootsie wootsie" who has brought added sunshine into their home. It would be unkind to mar the exuberance of joy which Orendorff displays because of the arrival of their first-born by any allusion to the sleepless nights, the midnight calls and the early morning parades which follow in the wake of such visitants. But A. A. will be equal to all emergencies and will no doubt always wear the "smile that won't come off."

## NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

A patent relating to fastenings for leggings, etc., has been granted to Mr. Kingston, of Wellingborough. The following is a brief description of same: A legging is fastened by a spring strip secured to one of the overlapping edges. The lower end of the spring strip is provided with a tongue and the upper with a catch which respectively engage a slot and a stud or staple after a lever pivoted to the strip has drawn the two edges together by its engagement with a metal flange. When applied to boots or shoes, two fastenings may be used, and the tongues and staples are dispensed with.

An invention relating to athletic overshoes, heels, etc., to prevent slipping in which a detachable grip particularly for use when playing golf, consists of two plates, each of which is stamped from one piece of metal with upwardly-bent portions to hook over the edge of the sole, and with teeth to form the tread. The plates are secured by a transverse bolt.

Mr. W. E. English, of Swansea, England, has invented and

patented an improved stiffener for boots, etc., and consists in the mid-sole of a boot for miners, sportsmen, etc., being provided with pairs of metal strips near both edges, arranged on either side. The strips may extend between the parts or entirely around the mid sole. When the mid-sole terminates at the commencement of the shank, the plates embrace the rear end of the sole, and where they extend over the shank are secured together without intervening material. The plates and mid-sole are pierced with coincident holes, through which pass hollow rivets which are clinched on to the strips. The strips may be countersunk, to take the ends of the rivets, by a special punch or otherwise. The sole securing nails may pass through the hollow rivets.

Mr. Lake, of London, England, has been granted a patent for an invention relating to boot-trees, etc. Mr. Lake's improved boot tree is provided with an interior chamber lined with permeable fabric, in which granular or powdered charcoal, etc., which may be mixed with an aromatic powder, is placed to absorb and occlude organic vapors, etc. Passages are provided from the chamber to the exterior of the tree. The heel portion of the tree is connected with the body portion by a slotted plate and a screw.

Messrs. Smart and Gann, of London, England, have invented a rubber tread for boots which consists of a metal plate having circular or oblong recesses into which renewable rubber studs are inserted. Each stud is formed with a conical part to facilitate entry into its recess, a conical part which co-operates with the countersunk underside of the recess, and a shoulder, which co-operates with a countersinking or depression on the outer side of the recess to lock the stud. The head is forced against the heel by pressure of the securing screws. Several forms of stud and plates may be used, for example the projection on the plate may support the studs during wear.

### A MOST ENJOYABLE OUTING.

All aboard! and the entire staff of Messrs. Blachford, Davies and Company, the well known shoe jobbers, chaperoned by Mrs. C. E. Davies, boarded a private car attached to the C. P. R. express for Bala. This was on Saturday, July 30th, at twelve fifteen, and they were bound for Mr. A. W. Blachford's sum-



All "on the rock" for once

mer home in Muskoka. They were a jolly bunch and started out with the expectation of having a jolly time. That their hopes were realized was the unanimous report.

Upon reaching Bala they boarded the steamer Cherokee, and after a most pleasant trip through Lakes Muskoka and Rosseau, arrived at their destination at eight p.m. Although somewhat fatigued, they were out for a good time and it was not many minutes before there was music in the air and the terpsichorean art was indulged in to their hearts content.

The boys were quartered in the boat house, and when eighteen or twenty boys get together one can imagine what is likely to happen, therefore we won't say much about it. We understand though that a quantity of red paint was obtained by some members of the party and when the rest awoke in the morning they looked like so many Indians decorated for a war dance.

The boys were up bright and early the next morning prepared for a fishing trip which had been previously arranged. As yet we have heard no fish stories in connection with this expedition



The commodore sticks to the life preserver

and therefore regret that we are unable to give any particulars regarding the biggest fish or fish story. Bathing was indulged in by those who did not care for fishing, while a number were delegated to go on a milk hunt, the supply having run out.

About nine the ladies put in an appearance, and after a hearty breakfast the party took a trip up the lakes in a steam launch, arriving back about noon with the usual enormous Muskoka appetite, which was appeased by an excellent dinner that had been prepared during their absence.

A delightful roam through the woods occupied their time during the afternoon, and it is needless to say that the beauties of nature were enjoyed by one and all.

The evening was spent on the water, a number of boats and canoes being on hand for those who wished to take advantage of a beautiful evening on Ontario's most beautiful lakes.

The party left the island on Monday morning, and after another trip through the lakes, entrained at Bala, reaching Toronto in the evening, tired, but happy, and all declaring they had had the time of their lives.

**WAREHOUSE DAMAGED**—The Lamontagne Company, Limited, manufacturers of leather goods, suffered severely from fire on the night of Aug. 29th. Their warehouse and store-room behind the Balmoral Block was badly damaged, and for a time this block and the Grand Union Hotel were in danger. Prompt action on the part of the fire department prevented the flames from spreading to the adjoining buildings. There is much raw material stored in the warehouse, and it burned fiercely, with the interior, which is entirely of wood. Six stations answered the alarm and a dozen streams were used. How the fire started is unknown. The loss amounts to between two and three thousand dollars.

**STRATFORD RETAILERS' ELECTIONS**—The Stratford Retail Merchants' Association have elected the following officers: President, D. M. Ferguson; Vice-President, J. H. Gordon; Secretary-Treasurer, A. W. Fisher; Executive Committee, J. D. McCrimmon, J. R. Myers, W. P. Zick, J. W. Matthews and W. J. McCully.

**BOOT INDUSTRY, BRISTOL**—Business with boot manufacturers in Bristol, writes the Bristol correspondent of the

*Shoe and Leather Record*, is, generally speaking, not very active. One or two firms are well engaged, but this is due to special circumstances—generally orders for export. Manufacturers who confine themselves to the home market are for the most part marking time, which is only to be expected in the middle of July. Samples are just now arousing the chief interest, and preparations for the autumn campaign are in evidence. As regards the condition of trade at Kingswood, a steady improvement is chronicled. It is true there is nothing in the way of a rush in the heavy district as yet, but business has been improving gradually during the past few weeks. Now that the time is drawing near for the first delivery of some of the larger orders, more work will be put in hand to replace the stock as it is cleared off. When all is said and done, however, the volume of trade is probably still smaller than usual for July, and there is plenty of room for a still further development. The leather trade of the district remains quiet, though there are signs of more business directly after the holidays.

**INQUIRE FOR AUSTRALIAN HIDES**—The weekly report of the department of trade and commerce, Ottawa, makes the following comment: Intermittent inquiries have reached this office from Canadian tanners desirous of obtaining supplies of hides from Australia. The last mail brought forward some further requests for information respecting the prices ruling and the result of special investigation is now submitted. The principal selling houses report that there is only a limited export business being done for the reason that the local demand absorbs nearly all the hides at present available, as leather is scarce and in great demand. If the market is favorable, it is preferable to export in the summer months—from November to March—when the hair is dry and hence the hides are lighter in weight and carry better on the voyage. In ordering, it would be necessary to place the order with a reliable commission house, making a specialty of the hide and skin business. Prices for export of selected hides would rule from  $\frac{3}{8}$  to  $\frac{1}{2}$ d. per lb. higher than the average to pay for inspection, salting and cartage to ocean steamer. In making shipment to Canada it is considered necessary for the hides to be specially salted and packed in strong bags which, while slightly adding to the cost, would ensure safe transportation. Hides from Western Australia and New Zealand averaged about the same prices as Victorian. For transshipment at Liverpool, Eng., the lowest freight now obtaining for delivery at Montreal are \$13.39 per ton of 2,240 lbs. on wet hides unpacked, and \$14.60 on green hides packed in bags.

In a symposium recently published in "Agricultural Advertising" on the question "Does Advertising Pay?" the advertising manager of a big New York company gave this view: "Two people cannot ride the same horse and both sit in front.

Whenever an advertising campaign is stopped for two or three months, the advertiser virtually steps aside and tells his competitor with a polite bow, 'After you, my dear Gaston.'" This constitutes the kernel of the summer advertising question. Supposing everybody took the same view as the merchant who retains the ideas of half a century ago—that the time to let up is the summer—business in many departments of merchandizing would practically come to a standstill. A nice thing, to be sure, for the business man who wants to loaf for the summer, and who doesn't care about advancing his interests during that period. But the majority of business men of to-day do not want to loaf

at any time except when they are on vacation, and then they loaf only because they know their business is being well looked after by trusted partners or employes.

We hardly wonder at times that the dealer in the smaller towns and cities becomes pessimistic as to the future of trade in his locality, when he sees the constantly increasing inroads which are being made by the mail order houses. Every improvement in the postal service, or in railroad or other transportation facilities, is followed by a decrease of trade for the local merchant and an increase for the larger concern. People flock to the larger centres as conveniences for travelling are increased. The bargain counters of the big stores seem to exercise an almost hypnotic influence, while many buy whether they need articles or not. It seems as though there were no possibility of stemming the



Utz & Daun, Rochester, N. Y.

tide. It certainly gives the local dealer something to think about. Much good has been accomplished in certain instances by co-operation between the merchants and the local press. The support in such cases must be mutual. Many newspapers have refused to accept mail order advertising, but they evidently cannot afford to do this if they are poorly supported by the merchants of their own locality. If the dealer sends outside for his letter-heads and printing he can hardly condemn the householder for doing the same thing. A study of mail order methods furnishes a suggestion of the remedy. If space in the local medium is of value to the mail order house, why not to the local dealer? The power of the mail order establishment is not so much in the fact of its selling at lower prices as that it is a large and persistent advertiser. Day in and day out its advertisements occupy the favored position in the newspapers. Day in and day out it keeps hammering away.

# The Jolly Man's Page

"I hear," said Mrs. Oldcastle, "that Mr. Goodman intends to leave his fortune for the purpose of founding some kind of an eleemosynary institution." "My good gracious," exclaimed her hostess as she tried to pick a chunk of paint from a genuine Rembrandt, "why should he want to do that? I think if he didn't want to leave it to his family he'd give it to charity. That's what me and Josiah intend to do with most of ours."

\* \* \*

President Taft tells this experience with a barber during a visit to England years ago. "The barber who was cutting my hair said to me: 'You 'ave a large 'ead, sir; it is a good thing to 'ave a large 'ead, for a large 'ead means a large brain, and a large brain is the most useful thing a man can 'ave, as it nourishes the roots of the 'air.'"

\* \* \*

Many are the stories which are told of the wit of Herr Rosenthal, the well-known pianist, who recently made his reappearance in London after an absence of some years.

"I am losing a tremendous lot of money in connection with my recitals," said a not too successful pianist to him one day. "What shall I do?"

"Give fewer recitals," was Rosenthal's quick reply.

\* \* \*

Father—"Now, what did the teacher say when you showed him the translation I helped you with last night?"

Son—"He said that I was getting more and more stupid every day."

\* \* \*

The Doctor's Wife—Well, Jane, so your poor husband's gone at last. Didn't you give him his medicine properly?

Jane—Ah, poor dear, how could I? Doctor said as 'ow it was to be took in a recumbent position, an' I 'adn't got one. I arsked Mrs. Green to lend me one. She said she 'ad one, but it was broke! So it were no good.

\* \* \*

"If I were to give you an orange," said a prominent judge, "I would simply say, 'I give you the orange.' But should the transfer be intrusted to a lawyer to put in writing, he would adopt this form:

"I hereby give, grant, and convey to you all my interest, right, title, and advantage of and in said orange, together with its rind, skin, juice, and pits, and

all rights and advantages therein, with full power to bite, suck, or otherwise eat the same or give away with or without rind, skin, juice, pulp, or pits, anything herein before or in any other deed or deeds, instruments of any kind or nature whatsoever to be contrary in any wise notwithstanding."

\* \* \*

A little boy was asked whom he thought was the most wicked man mentioned in the Bible.

"Moses," responded the boy, after some reflection.

When requested his reason for the strange choice he said:

"Moses must have been the worst man because he broke all the Commandments at once."

\* \* \*

A Peruvian Jew at Johannesburg was so ill that a trained nurse had to be sent for. When she came on duty, her first remark was, "Now I'll take your temperature." To which the Jew replied, "You can't; everything is in my wife's name."

\* \* \*

Tommy—I looked through the keyhole when Sis was in the parlor with her beau last night.

Father—What did you find out, my son?

Tommy—The lamp, sir.

\* \* \*

"I should think it would be a great relief at night to get home and away from the ceaseless asking of questions," remarked the stranger.

The bureau of information man smiled a wan smile.

"It isn't much relief," he replied: "I'm the father of eight children."

\* \* \*

An Alabama man, meeting an old darky formerly in his service, put to him the usual question:

"Well, Jed, how are you to-day?"

"To'able, sah, to'able!" cautiously replied Jed. "Ah'd be all right, sah, if it wa'nt for de rheumatism in mah right laig."

"Ah, well, Jed, we musn't complain," said the questioner. "We're all getting old, and old age does not come alone."

"Old age, sah!" was the indignant protestation of Jed. "Old age ain't got nuthin' to do wid it, sah. Heah's mah other laig jest as old, an' dat's sound an' soople as kin be!"

ANYTHING IN IT FOR YOU?—The following were among the inquiries relating to Canadian trade received at the office of the High Commissioner for Canada, 17 Victoria St., London, S.W.:—A Turkish correspondent able to supply large quantities of hides wishes to hear from Canadian leather manufacturers and other users. An English gentleman now in Canada, and seeking to establish business connections between the Dominion and the South American Republics, desires to hear from Canadian firms requiring such information as he has at his disposal concerning those markets and the conditions prevailing there, with which he is stated to be well acquainted.

From branch for City (London) trade inquiries, 73 Basinghall St., London, E.C.:—A firm of exporters in Sydney, Australia, invite inquiries from Canadian importers of tallow, hides, meats, leather, etc. A Montreal firm invite offers from United Kingdom shippers of chamois skins and also of real colored seal skins. A firm in Ontario dealing in wool, hides, skins, etc., desire to add to their present connections the agency of an English house in a kindred line.

(1264) A Turkish correspondent able to supply large quantities of hides wishes to hear from Canadian leather manufacturers and other users. (1351) A Bombay firm of manufacturers' agents are seeking the representation of Canadian exporters of goods suitable for the Indian markets. (1361) A firm of exporters in Sydney, Australia, invite inquiries from Canadian importers of tallow, hides, meats, leather, etc. (1364) A merchant in Montserrat, British West Indies, is desirous of hearing from Canadian manufacturers of boots and shoes, also exporters of sole leather. (1368) A general merchant in Montserrat, British West Indies, asks for names of Canadian exporters of cotton goods; also of sole leather and uppers of boots and shoes. (1381) Englishman established in Buenos Ayres for several years and covering the whole of Uruguay, Chili and Brazil, wishes to represent Canadian manufacturers with good selling lines for these countries. Only enterprising and reliable firms please apply. Best of references. (1382) Englishman established in Buenos Ayres for several years, covering the whole of the Argentine Republic and Uruguay, wishes to make arrangements with a first-class Canadian Glace kid manufacturer. Has a good connection amongst shoe leather dealers and boot manufacturers. A very large turnover insured for a really first-class article. (1383) Englishman in Buenos Ayres for several years is open to represent Canadian boot and shoe manufacturers (men's and boys'); also articles pertaining to the boot and shoe trade. The names of the firms making these inquiries can be obtained upon application to the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Winnipeg or Vancouver. Readers using these trade inquiries should not fail to forward references, particularly if they are bankers' references. Quote the reference number when requesting addresses.

**PAINFUL ACCIDENT**—Mr. R. B. Chalue, the pushing Ontario representative of the Kingsbury Shoe Company, met with a painful accident at Parry Sound on the 30th ult. Mr. Chalue was in the act of alighting from the bus, when he broke his ankle. The accident necessitated the return of Mr. Chalue to his home in Toronto. He is recovering nicely and expects to be calling on the trade again by the 1st of October with spring samples that will make the dealers "sit up and take notice."

**CLASSIFICATION OF FLESHES**—An attempt has recently been made at certain custom houses to impose the "surtaxe de refendage" on the class of goods known as "fleshes," on the pretext that these goods were "shaved." It has, however, been pointed out that "fleshes" are specially classified in the tariff under No. 476, at 18 frs. per 100 kilos, and the claim to impose the "surtaxe de refendage" of 3 frs. per kilos, has been dropped.—Monthly circular Brit. Chamber Com., Paris.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—As is usual during the summer months business has been a little quieter, but is now on the improve. The manufacturers of boots and shoes have been busy on their fall run and getting spring samples in shape. Some are now ready to send out their travellers with a choice selection of spring offerings. The wholesalers and jobbers are getting busy arranging samples and attending to sorting trade. The retail trade has been good for the month, the turnover being somewhat above the average for the holiday season. The rubber end of the business has been quiet, as is to be expected during the dry summer weather. Fair sales are reported, however.

**HIDES**—Since our last report the market has strengthened slightly, but this is entirely due to a precipitated competition. One large tanner, evidently seeking to corral all the hides offering, raised the prices, compelling others to follow suit. The hides coming in are of the best quality, but the quantity is small. There is no accumulation of any account taking place. Tanners are a little slow in making purchases. One hide dealer has his own way of putting it. He says: "The tanner would like to get his hides for nothing, and sell his leather at double present prices. He is always grumbling. The price of hides is never low enough and the price of leather is never high enough. The fact is that the tanner has by far the better end of the bargain." The market may be said to be steadier. The following are the latest quotations:

No. 1 inspected steers	10½	
No. 2 inspected steers	9½	
No. 1 inspected cows	10½	
No. 2 inspected cows	9½	
No. 3 inspected cows and bulls	8	
Country hides (green or cured)	8	9
Calfskins, city	11	13
Calfskins, country	11	13
Horsehides, No. 1	2.50	3.00
Horsehides, No. 2	1.75	
Lambskins	.35	.45

**TALLOW**—The market continues unchanged. The following are the latest quotations:

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—Market continues quiet. The following are the latest quotations:

Washed fleece	18	20
Unwashed fleece	13	14
Rejects	15	

**LEATHER**—There is very little to report by way of change in the leather market. Prices have been well maintained, and there has been a fairly good sale reported for this season of the year when a slight lull is always looked for. Splits have eased off a little and there is said to be an accumulation taking place. One of the leading tanners of the country, when interviewed, said there was nothing alarming in the situation and he was confident they would soon run off what they had on hand when the buyers came into the market. In all grades of leather fair sales have been made. The manufacturers of boots and shoes are only buying for present requirements, and express little anxiety about the future. The following are the latest quotations:

### LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

### Harness leather—

No. 1 U. O.	38	39
Rejected U. O.	37	38
No. 2 U. O.	36	37

### Hemlock Country Harness—

No. 1	33	34
No. 2	32	33
Upper, heavy	48	50
Upper, light and medium	50	55
Upper, grained	19	20

Kip skins, French	1.15	1.28
Veal kips, Canadian	75	80
Hemlock calf	75	80
Imitation French	80	1.62
French calf	1.38	1.62
Splits, light and medium	24	25
Splits, heavy	23	24
Splits, junior	19	20
Enamel cow, per foot	20	22
Pebble grain	15	17
Buff	17	20
Colored buff	20	22
Russets, extra heavy per doz.	\$12	\$14
Shoe russets, per lb.	50	55
Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz	\$9.00	\$12.00

**CUT SOLES**—The market continues firm with fair sales reported. The following are the latest quotations:

### OUTSOLES.

<b>Oak—</b>	<b>Gauge</b>	<b>Price</b>
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
<b>Spanish—</b>		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

### TAP SOLES.

	<b>HEIGHT</b>	<b>PRICE</b>	<b>HEIGHT</b>
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

### TOP LIFTS.

Men's XXX	5½	\$1.35—	75	4½
Men's XX	5½	1.15—	70	4½
Men's X	5	65—	50	5
Women's XXX	5	55—	50	4½
Women's XX	5	45—	40	4½
Boys' XXX	5	70—	60	4½
Boys' XX	5	60—	50	4½

### SHAPED HEELS.

	<b>Size</b>	<b>Price</b>
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

### BOX TOES.

Men's ¾	5c. pr.
Women's ¼	¾c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's ¾	8c. pr.
Women's ¾	6¾c. pr.

**TANNERS' MATERIALS**—On the whole the market continues unchanged. As the cod fishing has been somewhat of a failure, cod oil is scarce and prices have advanced. The following are the latest quotations:

Degras	2½	3½
Sumac	\$65.00	\$75.00
Gambier	7	8
Cod oil, pure Newfoundland, tanked	45	47
Cod oil, Gaspe	38	42
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	4½	5

# Montreal Markets

**BOOTS AND SHOES**—The month has been somewhat quiet on the whole, as is usual at this season of the year. The business transacted, however, has been quite up to the average. The manufacturers of boots and shoes have been kept busy completing fall orders and getting their spring samples in shape. The wholesalers and jobbers have not been as busy as they should have liked, but they are not complaining, the season being quite up to the average. The sorting trade has kept up well, and prices have been well sustained. The retail trade has been good in boots and shoes, but there has been very little doing in rubber footwear.

**HIDES**—The hide market has shown a little more buoyancy during the month. Receipts are by no means large, but the quality of the hides coming in is of the very best. Prices have been a little easier, the keen edge of the competition which has been noted for the past few weeks having worn off, and prices are more normal as compared with the great hide centres. The tanners are not buying very freely for the same old reasons so often spoken of, expect cheaper hides. The following are the latest quotations:

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	10
No. 2 quoted .....	9
No. 3 quoted .....	8
Country prices—	
No. 1 quoted .....	9
No. 2 quoted .....	8
No. 3 quoted .....	7

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Country prices—	
No. 1 quoted .....	12
No. 2 quoted .....	10
Lambskins .....	40

**TALLOW**—The market continues unchanged at former prices. The following are the latest quotations:

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL**—There is nothing special to report, the market is somewhat quiet with

unchanged prices. The following are the latest quotations:

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—The leather market continues firm with unaltered quotations. The sales reported for the month are fully up to the average, notwithstanding that there is always a lull looked for during the holiday months. The activity noted amongst the boot and shoe manufacturers augurs well for the leather men. Although buying freely for present needs, the manufacturers are not inclined to anticipate future wants by placing orders ahead. Whilst local consumption is fairly good, export trade is very quiet. All kinds of leathers are meeting with fair demand. Colored and patents a restill very popular for boots and shoes. Fancy leathers are holding their own at good prices. The following are the latest quotations:

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 .. .. .	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L .. ..	26	27½
Slaughter, oak, No. 2M .. ..	24	25½
Harness .. .. .	32	34
Wax upper, heavy .. .. .	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color .. .. .	18	22
Patnas, black .. .. .	8	32
North African .. .. .	12	18
Chinese .. .. .	12	36
Box chrome calf—		
A. H. French .. .. .	23	
A. Hm .. .. .	22	
A. M .. .. .	21	
B. H. .. .. .	22	
B. Hm .. .. .	20	
B. M. .. .. .	18	
Veal, other European .. .. .	17	20
Veal X .. .. .	15	18

Grassers .. .. .	15	17
Grassers X .. .. .	14	16
Reject .. .. .	12	14
Box chrome kips—		
A. H., Swiss hide .. .. .	18	
A. Hm. Canadian .. .. .	16	
A. M. .. .. .	15	
B. H. .. .. .	15	
B. Hm. .. .. .	14	
C. X. .. .. .	13	
Reject .. .. .	13	down
Dull chrome calf—		
A .. .. .	20½	21
B .. .. .	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A .. .. .	9	10½
Canadian for upper B .. .. .	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. .. .. .	9½	
Slats, A. M. .. .. .	9½	
Slats, A. L. .. .. .	9	
Slats, B. H. .. .. .	8½	
Slats, B. M. .. .. .	8	
Pickle skins for lining—		
A common pickle .. .. .	8	
B .. .. .	7½	
C .. .. .	7	
Cape A .. .. .	9	
Cape B .. .. .	8½	
Cape C .. .. .	7½	
Job .. .. .	5¼	5¾
H Facing .. .. .	8¼	
L Facing .. .. .	8½	
Splits, senior, per lb. .. .. .	21	22
Splits, junior, per lb. .. .. .	18	19
Splits, senior, per foot .. .. .	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot .. .. .	6½	
Splits, Lm, per foot .. .. .	6	
Splits, junior, per foot .. .. .	4¼	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. .. .. .	10	
Pebble A. L. M. .. .. .	10½	
Pebble A. M. .. .. .	11	11½
Pebble A. Hm. .. .. .	11½	12
Buff A. M. .. .. .	11	
Buff A. Hm. .. .. .	11½	
Buff A. H. .. .. .	12	
Table run pebble .. .. .	9½	
Job pebble .. .. .	8	

# Quebec Markets

**BOOTS AND SHOES**—The retailers have had things a little quiet in general, but report some improvement in business during the past few weeks. Rubbers are not beginning to move yet, but in a few weeks time the rush will be on. Some large cheap sales have been held by a few firms during the month, and obtained great success. It is expected that a good fall turnover will be experienced in September on account of the re-opening of schools and colleges. Jobbers report that the past month has been a fairly good one, taken all around, but are not very satisfied with the sorting trade, which was not as heavy as had been anticipated. It is remarked that sporting goods especially are selling well. Very little change is seen in the boot and shoe factories of the city. Business on the whole has been somewhat quiet. Manufacturers are pretty busy completing fall orders, which they have on hand, and in shipping and getting samples under way. Manufacturers selling directly to retailers have their men already on the road and report a good trade. Collections are said to be satisfactory.

**HIDES**—Nothing of special moment is to be reported since a month ago. The prices have advanced half a cent for country and city butchers' hides, and are still very firm owing to the somewhat limited supply. The hides coming in are of better

quality and command the highest figures. No accumulation is at present taking place. It is remarked that sales have not been as numerous or as large as anticipated. The tanners are not buying heavily as they are fairly well stocked. However, the general outlook seems to be improving, and no doubt quotations will again change in the near future. Prices are:

Sheepskins .....	25	75
Sheep clip skins.....	10	35
Lambskins .....	15	50

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	12
No. 2 quoted .....	11
No. 3 quoted .....	10

## CALFSKINS.

City and country prices—

No. 1 quoted .....	14
No. 2 quoted .....	12

**WOOL**—In the wool market trade is slow and local buyers don't seem to be much interested in offerings. It is difficult to predict that there will be for some time much fluctuation one way or the other, although some dealers think that better prices may be obtained shortly. At present they are unchanged. Factories are reported to work at a good capacity. Wool may be quoted:

Canadian pulled wool .....	22	29
Washed fleece .....	26	28

Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**FISH OILS**—Very few arrivals of fish oil have been registered during last month. It is said that fishing in Gaspé and Newfoundland is fairly good, but yet large quantities of oils will not be shipped for our market before the months of September and October. Stocks are at present not large and sales quiet. Prices have not changed and rule:

Cod oil, Gaspé, gal. ....	23	25
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	50	60

**TALLOW**—There is little doing in tallow on the local market, a seasonable dullness having settled upon the trade. Prices are firm and extra tallow quoted at 6½c. per lb.

**SHOE FINDINGS**—A quietness is noted in this market, but the outlook is pretty good, although a few good sales have been registered during the month. It is expected that dullness in this line will not be of very long duration now. We quote:

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Leather, friction and fibre board	3½	6
Union leather	8	9
Stiffners, union	1	3
Stiffners, leather board, per 100 pounds	75	1.15
Insole leather	7	8
Leather board, per lb.	2	3

Splits, H and Mm, per foot	8
Splits, M, per foot	6
Splits, Lm, per foot	5½
Splits, junior, per foot	4
Splits, flexible, per lb.	22
Splits, trimmed, H M, per lb.	32
Splits, trimmed, M, per lb.	32
Pebble, A L	13
Pebble, A L M	13½
Pebble, A M	14
Pebble, A H M	14½
Buff, A M	14
Buff, A H	15

India kid	11	13
Patent colt	36	46
Harness	40	42
French kip skins	94	1.05
English kip skins	55	65
Canadian kip skins	61	65
Hemlock calf	70	85
Light calf	70	80
French calf	1.10	1.65

LEATHERS—The leather market continues firm in general, but a few lines had a small decrease in price. The turnover for the month has been fairly good and in nearly all lines there is a demand. Although manufacturers are yet placing only small orders and prefer to buy for their immediate requirements. It is reported that harness leather is selling exceptionally well. Large sales have been made to the West by some of our local firms. The call for patents still continues at good figures. Fancy leathers are receiving a fair call in all shades. In tans and colored leathers there has been some fair sales at firm prices. The prospect is for an excellent season ahead. The latest quotations are:

LEATHER.

Harness leather—

No. 1 U. O.	42
Rejected	40
No. 2	38 39
Kangaroo	15 16
Splits, senior, per lb.	31
Splits, junior, per lb.	30
Splits, senior, per foot	3 8

Moccasin leather, red, per stamp weight, lb.	10
Oil grain (Quebec) per foot	17 18
Wax upper, heavy	40 41
Wax upper, light and medium	38 44
Horsehides	3-25
Glove grain	15 17
Heavy grain	15 17
Patent cow	21½ 23½
Patent cow chrome	21 23
Heavy upper	19 20
Grained upper	19½ 20½
Scotch grain	20 21
Dongola kid	14 21
Patent kid	36 46
White alum	11 15
Sumac	9½ 11
Col. sheep	10 12
Napa sheep	9½ 11

TANNERS MATERIALS—There is about the usual trade reported, with unchanged price. The following are the latest quotations:

Degras	3½	7
Sumac	\$69.00	
Gambier	5½	6½
Hemlock extract	4¼	5
Hemlock bark, per cord	8.00	7.50
Oak extract	4	4½
Mineral tanners' extract	6	7½
Scuth, lb.	4	

Quebec, 24th August, 1910.

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# American Markets

## HIDES

**PACKER HIDES**—The hide market has fluctuated slightly during the month and on the whole prices have changed but very little. Native steers are somewhat inactive, tanners taking exception to the prices asked and claiming that they can secure hides from Europe at a much better rate. 15½c. is the price asked by dealers. Spread steers of September to January, 1909, salting were sold at 16½c. Packers are asking 14c. for January to June kill of the present year and 17c. to 18c. for June to January kill. Butt-branded steers advanced slightly, 13½c. being paid for a lot of August hides; September kill brought 13½c. The August kill are all sold up and packers are not inclined to sell ahead owing to the moderate supply. There was a fair sale of Texas steers of August and September kill reported at 14, 13 and 12c. for heavy, light and extremes respectively. The supply is not large, and some packers are asking 14¼c. for heavies. Colorado steers are steady, 13¼c. to 13½c. being asked for stocks on hand. There is no accumulation as packers are sold ahead. Heavy native cows, over 55 lbs., August and September kill sold at 14c., but the percentage of heavies is light. Light native cows, under 55 lbs., have brought 13½c. for August and September kill, and packers are well sold up. Branded cows are strong at 12c. to 12¼c. The following are the latest quotations:

### PACKER HIDES.

Native steers—		
Spready .....	15½	18
Heavy .....	15½	
Light .....	14½	
Texas steers—		
Heavy .....	14	14¾
Light .....	13	13¾
Extreme .....	12	12¾
Butt-branded steers .....	13½	
Colorado steers .....	13	13¾
Native cows—		
Light .....	13½	
Heavy .....	14	
Branded cows .....	12	
Branded bulls .....	10½	
Native bulls .....	12	

**COUNTRY HIDES**—The large buyers are not yet in the market, with the result that transactions are not brisk and prices may be said to be a little easier. No. 1 steers, free of brands and grubs, 60 lbs. and up, are offered at 12c. to 12¼c. for short-haired hides, tanners refuse to pay more than 11½c. No. 1 cows, free of brands and grubs, 60 lbs. and up, are re-

ported sold from 11 to 11½c. for choice short-haired hides; these will run most No. 1's. Branded cows and steers are offered at 9¾ to 10½c. flat for current kill. Sales are reported at 9¾c. flat out of bundle for mixed assortments. No. 1 buff, free of brands and grubs, 45 to 60 lbs., are easier at 11¼c. for all short-haired hides. Tanners are not interested and only buy to cover urgent needs. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are quiet; dealers are asking 11¾ to 12c., but buyers will only offer 11¼c. for short-haired hides of current kill. No. 1 bulls have sold at 10c. in small lots, but tanners refuse to pay more than 9c. No. 1 kips, 15 to 25 lbs., are reported to have brought 12½c. for short-haired country hides and 12¾c. where a few city skins were mixed in; some packer skins are being offered at 14c. No. 1 calfskins, 8 to 15 lbs., sold at 16¾c. for prompt delivery; 16½c. was paid for hides to be delivered the latter part of September. Sales were reported at 17¾c. flat for August and September kill. The following are the latest quotations:

No. 1 cows .....	10¾	11¼
No. 1 buffs .....	10¾	11¼
No. 1 extremes .....	11½	11¾
Heavy steers .....	12	12¾
No. 2 heavy steers .....	10	10¾
Calfskins .....	16½	16¾
Kips .....	12	12½
Deacons .....	87½	92½
Slunks (packer) .....	85	
Slunks (country) .....	50	
Horsehides .....	\$3.80	\$3.85

## LEATHER

**OAK SOLE**—There is the usual demand for oak sole in the light and medium weights. The sales reported from the large centres are not large. Manufacturers are only buying for present needs. The following are the latest quotations:

<b>Scoured backs—</b>	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Light .....	40	36-37	32
Heavy .....	40	36-37	32
Medium .....	40	36-37	32

And other grades in proportion.

<b>Scoured bends—</b>			
8 to 10 lbs. ....	46	44	41-43
10 to 12 lbs. ....	46	44	41-43
12 to 14 lbs. ....	46	44	41-43

**Texas sides—**

XX free of brands .....	35
X h'v free of brands .....	34
A h'v one brand .....	33
B h'v two brands .....	32
C h'v more than two brands .....	31

**Texas bends—**

XX .....	53
X .....	45 47
A .....	44 45
B .....	43
C .....	42
X .....	46 48
A .....	44 46
B .....	45
C .....	44

**California sides—**

**Light—**

No. 1 .....	28
No. 2 .....	26

**Medium—**

No. 1 .....	28
No. 2 .....	26

**Heavy—**

No. 1 .....	30
No. 2 .....	28

**California backs—**

**Light—**

No. 1 .....	32
No. 2 .....	30

**Medium—**

No. 1 .....	33
No. 2 .....	31

**Heavy—**

No. 1 .....	35
No. 2 .....	30

**ROUGH LEATHER**—The Boston market is quiet. There is very little demand for No. 1 leather from russet people, but the accumulation is not large. There is a fair call for No. 2 by the wetting and patent leather men. The following are the latest quotations:

### Hemlock.

Card .....	34
No. 1 .....	31
Steers, No. 1 .....	30 31
Steers, No. 2 .....	27 28
P D'g'd .....	24
Bulls .....	24

### Oak.

	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Country, light .....	31	28	25
Country, medium .....	31	28	25
Country, heavy .....	31	28	25
Packer, hy .....	35	34	

**SPLITS**—There is not much doing, although a slight improvement is reported. Tanners anticipate an increased demand for light splits. The following are the latest quotations:

	<b>No. 1</b>	<b>No. 2</b>
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
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LOST BY RELATIVES—Twenty-four years ago a shoemaker known as "Willie" Henderson left his home town of Ballybay, County Monaghan, for Canada. A year later his sister, Annie, followed. They were heard of in Toronto shortly after, but for many years their relatives and friends in Ireland have heard not a word of them. Mr. Wm. Beatty of Church St., Ballybay, has written to the Mayor of Toronto asking for news of the Hendersons. His Worship turned the letter over to the police. The detective department has learned of a shoemaker named William Henderson, who lived at 917 Queen St. east eight years ago. No trace of his whereabouts since then has been secured.—Ex.

NEWS OF THE TRADE—Baxter & Eylier, Vancouver, B.C., started business. The Roberts & Vanlane Shoe Co., Paris, Ont., started business; Dufresne & Locke, Montreal, dissolved. Onesime Cloutier, Quebec, assigned. L. E. Kronstrom, Levis, Que., assigned. Frank Brissette, North Hatley, Que., assigned. G. G. Keeler, Keremeos, B.C., started business. Zinkann Bros., Berlin, Ont., started business. C. V. Prosser, Keremeos, B.C., started business. V. Lamarre, Richmond, Que., started business. Warne Bros., Peterborough, Ont., started business. H. L. Nelson & Co., Campbellton, N.B., assigned to J. E. Stewart. J. F. Wilding, Wainwright, Alta., started business. J. F. Humphrey, Oakville, Ont., starting business. M. Meinke, Hamilton, Ont., started business. Bedard Bros., 244 Dalhousie St., Ottawa, started business. Geo. H. Grills & Co., 359 Bank St., Ottawa, started business. Other firms starting business are: John W. McElroy, 705 Bank St., Ottawa; Miss C. Meloche, 439 St. Patrick St., Ottawa; I. Pratt & Co., 200 Wellington St., Ottawa; David J. Bull, Murray Harbor, P.E.I.; John D. Hume, Murray River, P.E.I.; Eugenio Rizzo, 64 Metcalfe St., Ottawa; James

P. Ryan, 1303 Bank St., Ottawa; Bruce Stuart & Co., 275 Bank St., Ottawa; Frederick C. Taylor, 765 Bank St., Ottawa; Two Macs, Limited, 60 Bank St., Ottawa; Alex. West, 519 Sussex St., Ottawa; Alex. Casoley, Kensington, P.E.I.; Jones Shoe Co., Moose Jaw, Sask., assigned; J. N. McLeod, Cumberland, B.C., succeeded by McLeod & Bailey; G. A. Fraser, Antigonishe, N.S., started business; A. J. Angus, Hamilton, Ont., out of business; S. Platt, Wallaceburg, Ont., sold to Wm. Hockin.

NEW ST. CATHARINES FACTORY—A deal recently completed will give this city another new factory. The large stone building at Merriton recently purchased from the Canadian Colored Cotton Co. by the Canadian Haircloth Company has been sold to a syndicate which will establish a rubber factory to employ 300 men. The factory will be outside of the present rubber merger. The Merriton mill cost the rubber company \$70,000.

ISLAND WILL BE RETAINED—The announcement is made that the Sisters of the Congregation have been offered two million dollars for St. Paul's Island, better known as Nun's Island, above Victoria Bridge, and half-way between Montreal and La Prairie. The would-be purchasers represent a syndicate of American capitalists, who wish to secure that desirable locality for the breeding of goats in connection with the kid glove industry. After visiting the premises they made an offer of \$1,000,000, which was refused, and then at once doubled the amount. Mr. E. B. Decary, notary of the Sisters of the Congregation, states that although it is true that an offer has been made for the purchase of Nun's Island, the offer has been declined and the reverend sisters will not part with that property for any consideration.

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October

THE CANADIAN

1910

# Shoe & Leather Journal

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SPRING FASHION NUMBER

No. 10



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**Black Chrome Sides**

*Blue Back Waterproof Stock*

**Tan Chrome Sides**

*Dark Brown Waterproof Stock*

**Pearl Chrome Sides**

*For Moccasins*

**Chrome Sole**

**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 COMPANY**

*Office and Salesroom*  
 130 W Michigan Street

CHICAGO, U.S.

*Tannery*  
 Dayton and Blackhawk Sts.

BOSTON  
 128 Summer St

NEW YORK  
 34 Spruce St

GLOVERSVILLE, N Y  
 11 Cayadutta St

ST. LOUIS, MO.  
 811 Lucas Ave

¶ After all has been  
 said, the final test of  
 a Shoe is its Wear-  
 ing Qualities :: ::



THE  
**Lester's**  
 SHOE

being made of solid leather is not  
 only a wearer, but also a trade  
winner and business builder

**L. HIGGINS & CO.** Moncton  
 Yarmouth  
 Halifax

**YAMASKA****YAMASKA**

## **IT'S THE DOLLARS YOU ARE AFTER**

Mr. Shoe-dealer and it takes hard work to get them, hard work and weight-reducing worry. So it means a whole lot to you to handle

## **YAMASKA BRAND**

Boot and Shoe Staples. It's modern-method footwear with old-fashioned wearing quality. It gives the consumer such genuine through - and - through satisfaction that he will "Come again and bring a friend." LET YAMASKA BRAND HELP YOU.

**THE J. A. & M. COTE CO.**  
LIMITED

ST. HYACINTHE - - QUEBEC

**YAMASKA****YAMASKA**

# CALF LEATHERS

*"The kind that makes the Wear-Defying Shoes"*

---

## OUR CHROME RUSSIA CALF

is great stuff. You really ought to show it in your SPRING TRADE SAMPLES of Boots and Shoes. In fact your offering will not be at its best without this leather, which embodies all the desirable features of Combination Tanned Russia Calf although of a pure chrome tannage. It is surely worth trying.

STORM  
FINISHED  
WILLOW CALF

Colors and Blacks.  
For middle grade  
and low cut  
boots.

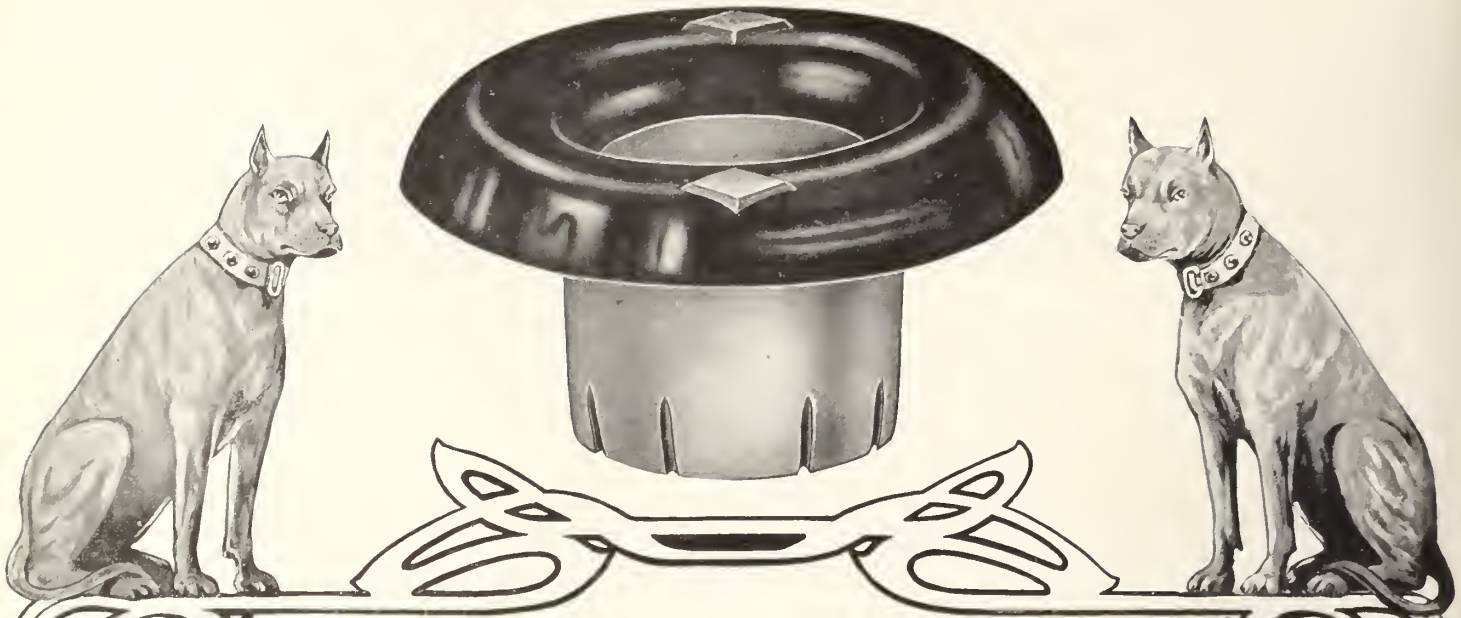
WATERPROOF  
HEAVY  
STORM CALF

Tans, Browns, Blacks  
Smooth or Boarded  
Glazed or Dull.  
Selected for best quality  
high cut boots.


*Ask for Samples and decide for yourself*


---

**DAVIS LEATHER CO. LIMITED**  
**NEWMARKET - - ONTARIO**



# Safely Guarded

If the eyelets in the shoes you purchase have the little diamond  Trade Mark on the surface, as shown above, they are the genuine Fast Color, the only kind (and we want particularly to impress this fact)—the only kind that can't grow brassy, and always look new.

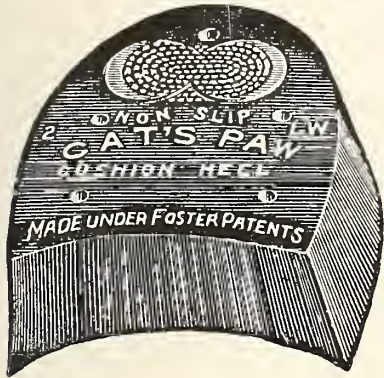
None but the genuine Fast Color Eyelets have the diamond  Trade Mark. They have been placed there to safeguard the shoe wearer as well as the shoe dealer from every possibility of deception. They are one of the most prominent earmarks of a good shoe. Millions of magazine readers are learning each month of Fast Color Eyelets and the method of distinguishing them. We will gladly mail descriptive booklet and samples on request.

---

## United Shoe Machinery Company of Canada

Office and Factory:

Lagauchetiere and St. Monique Streets, Montreal



# 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.*

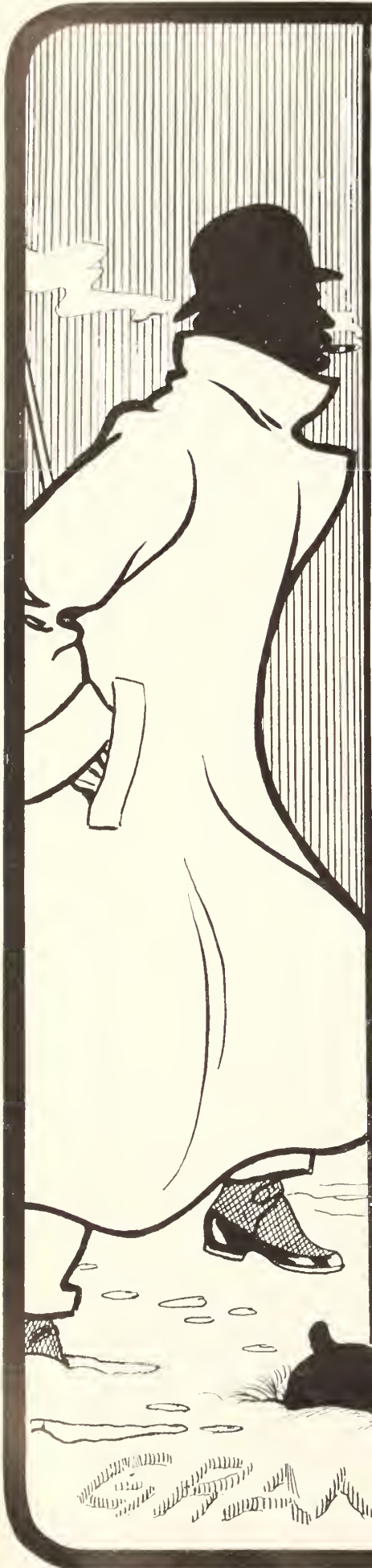
It is vulcanized right into the rubber near the back of the heel and extends clear through, so that no matter how much the heel is worn the canvas plug is still there to tightly grip the icy pavement.

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.

ONLY THE BEST OF RUBBER GOES INTO  
CAT'S PAW HEELS

## Walpole Rubber Co., Limited

MONTREAL = = = = = QUEBEC



## Put Them To The Test

That is what we want  
you to do with

# GRANBY RUBBERS

Specially designed to  
meet Canadian climatic  
conditions they have  
never failed to prove  
their worth.

## Easy Money

for the DEALER who  
handles GRANBYS.

### AMES-HOLDEN LIMITED

*Sole Selling Agents*

MONTREAL TORONTO WINNIPEG VANCOUVER  
CALGARY EDMONTON ST. JOHN, N. B.

WEAR LIKE  
IRON

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YWEAR LIKE  
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BECAUSE

**The Life is still in the Rubber**

¶ Improper manufacturing methods will kill any rubber, but the GRANBY WAY retains the LIFE THAT WAS IN IT WHEN A PART OF THE RUBBER TREE.

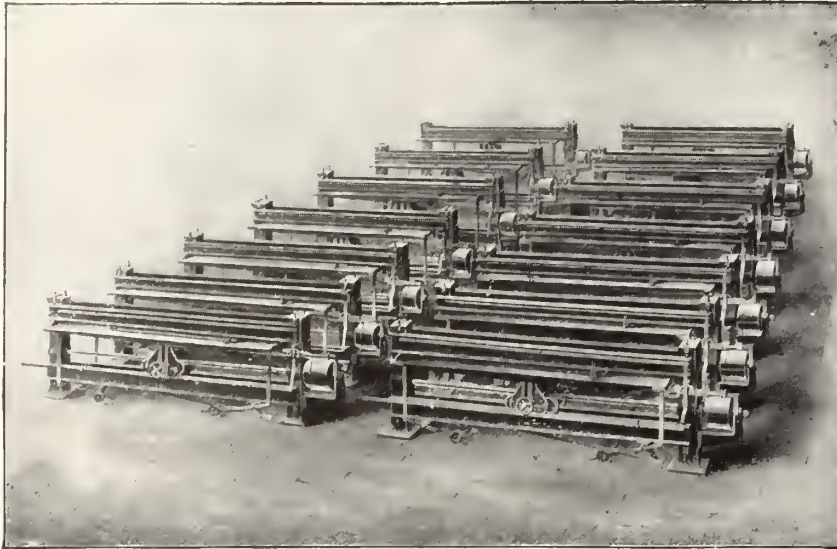
¶ This LIFE, that tough, strong, resilient elasticity, is always apparent in GRANBYS, and not only makes the shoe wear so long but gives it such a snug and comfortable fit. :: :: :: ::

**There is Money in Granbys for You****AMES-HOLDEN LIMITED**

SOLE SELLING AGENTS

**Montreal    Toronto    Winnipeg    Vancouver**  
**Calgary    Edmonton    St. John, N.B.**

## 2 x 7 = 14 Moenus "Altera" Embossing and Ironing Machines



were delivered within the last few years to two large leather factories.

Other Moenus Machines were delivered in proportionate numbers to the progressive firms at home and abroad.

**We supply complete plants  
for Leather Factories**

**Moenus Machine Works, Frankfurt on Main, Germany**

## WOOD-MILNE RUBBER HEELS

Wood-Milne Heels are made from infinitely higher grade of rubber than any other heels, hence there are more WOOD-MILNE heels sold than any others, because they are the best.



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

Wholesale Agents, James Dunn & Co., Finsbury St. London E.C.  
Stocks held by C. Parsons & Son, Limited, Toronto



# Sixty Styles Ready to Ship



Utz & Dunn Co. carries all of the popular styles in stock.

Shipped immediately on receipt of order.



Dealers will find that the Utz & Dunn Company line contains no shelf warmers. All ready sellers.

FOR YOUR BUSINESS' SAKE SEND US A TRIAL ORDER

## A Few of the Popular Numbers

- No. 0311 O**—Mat Calf Top, patent leather, short vamp, straight fox blucher, tip, Rochester last,  $1\frac{3}{4}$  inch heel, welt, ..... **\$2.50**
- No. 0327**—Gunmetal Calf, three-quarter fox, short vamp, button, tip, Plaza short forepart last,  $1\frac{3}{4}$  inch heel, welt..... **\$2.25**
- No. 0328 J**—Gunmetal Calf, straight fox, short vamp, Blucher tip, Plaza short forepart last,  $1\frac{3}{4}$  inch heel, welt, **\$2.25**
- No. 0354 B**—Delaware Kid, three-quarter fox, short vamp button, patent tip Tuxedo last,  $1\frac{3}{4}$  inch heel, welt.... **\$2.25**
- No. 0108 C**—Black Cloth Top, patent leather, circular fox, short vamp, button, tip, Dallas last,  $1\frac{3}{4}$  inch heel, McKay ..... **\$1.85**
- No. 0127 A**—Gunmetal, circular fox, short vamp, button tip, Amherst last,  $1\frac{1}{2}$  inch heel, black fair stitch sole, McKay ..... **\$1.85**
- No. 0128 A**—Gunmetal, circular fox, short vamp, Blucher, tip, Knob last,  $1\frac{5}{8}$  inch heel, black fair stitch sole, McKay. **\$1.85**
- No. 0168 A**—Star Kid, circular fox, short vamp, lace, patent tip, Roman last common sense heel, McKay..... **\$1.60**

Terms 3% 30 Days

**UTZ & DUNN COMPANY**  
49 Canal Street, ROCHESTER, N.Y.



FOR WOMEN



FOR MEN

**THE CANADIAN RUBBER CO.  
OF MONTREAL LIMITED**

D. LORNE MCGIBBON, VICE-PRES. AND MANAGING DIRECTOR

# See That She Gets "Canadians"

Perhaps she will insist on having "Canadians" but even if she doesn't, sell her the rubbers with this Trade Mark on



The Stylishness, the Lightness, the Serviceability of "Canadians" develop throngs of well-pleased, come-again customers.      •      •      •      •

**THE CANADIAN RUBBER CO.  
OF MONTREAL LIMITED**

D. LORNE MCGIBBON, VICE-PRES. AND MANAGING DIRECTOR

# What's in A Name?

Sometimes nothing, sometimes much. It all depends. The name YAMASKA couldn't make a line of shoes good or bad---BUT there is no doubt that a wear-and-tear defying, comfort-giving, profit-bringing line of Boot and Shoe Staples has made

## YAMASKA BRAND

mean much to the dealer.

## J. A. & M. COTE

St. Hyacinthe, Quebec

# WHITTEMORE'S POLISHES

First 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and *colors* of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean** and **White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**

**Lennox**

has the leaders in Spring Styles. Large stock of Canadian Rubbers on hand. Assorting Orders filled promptly.



Write

**Lennox**

for prices and samples for Trickett's Slippers. They are the largest dealers in this line in America.

¶ The above cut represents one of the oldest wholesale dry goods houses in Canada and many of the old merchants in Ontario and the West will remember the firms who occupied this noted building. They were A. & T. C. Kerr, Kerr, Brown & McKenzie, Thos. C. Kerr & Co., A. Duncan & Co., Knox Morgan & Co., and to-day it is occupied by John Lennox & Co., Wholesale Shoes, Rubbers, Trunks, Suit Cases, Bags and Shoe Findings.

¶ In this building John Lennox started as a boy of twelve years of age and to-day there are very few, if any, shoe warehouses in the world to equal it.

¶ If you ever visit the city of Hamilton call upon John Lennox and he will be pleased to show you through his warehouse and around the city.

**SPECIAL TO THE BOY SCOUTS OF CANADA**

*ASK YOUR SHOE DEALER FOR LENNOX'S*

Boys' Tan Grain Scouting Blucher.....	Sizes	1 to 5	\$2.00
“ “ “ “ high cut.....	“	1 to 5	2.50
Youths' “ “ “ “ “.....	“	11 to 13	2.00
“ “ “ “ “.....	“	11 to 13	1.75
L. Gents' “ “ “ “ “.....	“	8 to 10	1.50
Men's “ “ “ “ 10 in. leg.....	“	6 to 11	3.50
“ “ “ “ “.....	“	6 to 11	2.50

See that “LENNOX, HAMILTON” is stamped on the shank of each shoe. *None genuine without the name.* If your shoe dealer cannot supply you write direct to

**JOHN LENNOX & COMPANY**  
HAMILTON - - - - - ONTARIO



## AFTER ALL STAPLES ARE THE BACKBONE <sup>OF</sup> BUSINESS

¶ *Fads and Fancies, trivial, little, hardly-to-be-noticed changes will catch a certain amount of trade, but it is a staple line like*

### THE SURPASS

*that makes business worth while.*

¶ *Sturdily built, to give good service---honesty and integrity stand right out of every bit of material used, every tack and every stitch.*

¶ *Handle The Surpass Shoe and you will be sure of the substantial part of your business, the meat and potato part. Time enough afterwards to think of the ice cream and cake*

**THE LOUIS GAUTHIER CO. LTD.**  
**QUEBEC, P.Q.**





**Shoes of Solid Leather**  
**:: :: That Give :: ::**  
**The Last-Long Wear**

Good solid Shoe Leather costs money. That's why so many substitutes are being used in Shoe manufacture to-day. Now we do not say that these substitutes have nothing to recommend them, but we do say that

**The Solid Leather Shoe Wears**  
**by far the Longest**

Our every effort is directed toward making Shoes that will stand the hardest kind of service.

When you sell our Shoes you sell the best that skilled workmen with selected materials can produce.



**Williams Shoe Co'y**

**BRAMPTON    ♡    ♡    ONTARIO**

# THE KAUFMAN RUBBER COMPANY, LTD.



The Best Test of Quality  
Is Public Appreciation

## LIFE BUOY RUBBERS

*Are Very Popular*

HARVARD LAST  
FOR  
SWING SHOES

IDEAL LAST  
A  
GENERAL FITTER



No. 77---MEN'S GRIPSOLE

BEST OF ITS KIND  
DOES NOT DROP OFF

PROMPT SORTING FROM

**TRURO**  
N.S.

**MONTREAL**  
310 Craig St. West

**OTTAWA**  
281 Wellington St. E.

**TORONTO**  
76 York St.

**WINNIPEG**  
159 Portage Ave. E.



# PACKARD'S

## MONEY MAKERS FOR THE RETAILER

### IMPERIAL BRAND

#### Infants' Soft Sole Shoes

Sizes 0 to 4



Put up in individual Cartons

100 Lines to choose from in Button, Theo, and Bal.

Fancy Soft Sole Shoes are Good Sellers for the Xmas Trade

**ORDER NOW**

### PACKARD'S SPECIAL

#### SHOE DRESSINGS



Cannot be Shipped during the Winter

**HAVE YOU PLACED YOUR WINTER ORDER YET?**

If not, let us hear from you



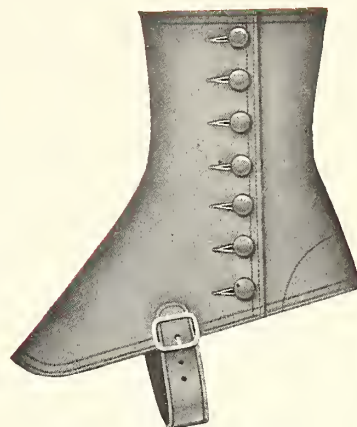
### IMPERIAL BRAND

#### Overgaiters & Leggings

UNSURPASSED FOR

Style :: Fit  
Workmanship  
Durability

If you have not placed your order, drop us a postal and get our latest Catalog and Price List of Gaiters and Leggings



**ORDERS SHIPPED PROMPTLY**

### URNS & MCKAYS

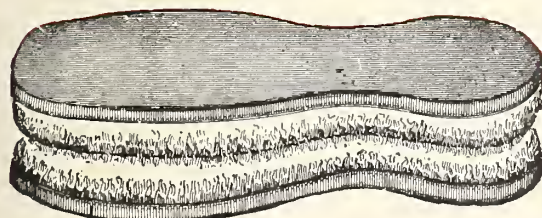
All sizes in Infants', Children's, Misses, Little Gents' and Youths



Our Travellers are now on the road with their New Spring Samples ofURNS & MCKAYS

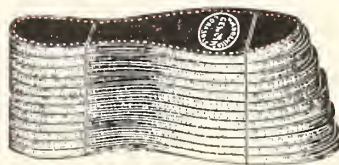
Don't place your orders until you have seen our Samples

### "GEM" Lamb's Wool Soles



The Perfect Lamb's Wool Sole

### INSOLES of Every Description



CORK  
GUMMED LEATHER  
HAIR :: FELT  
REINDEER  
PREMIER, Etc., Etc.

**L. H. PACKARD & CO. LIMITED, MONTREAL**  
WHOLESALE SHOE FINDINGS & SHOE STORE SUPPLIES

# JAMES ROBINSON

## Has Some Money For You

Read how **HE** got it and how **YOU** can get it

¶ An ordinary lifetime has gone by since Jas. Robinson started jobbing Boots and Shoes and in that time his business has grown from a turnover of a few pairs a day until it is now the largest in Canada.

¶ So it is evident that Jas. Robinson knows a thing or two about Boots and Shoes and how to handle them.

¶ He knows how to buy and how to sell them.

¶ He buys closely always.

¶ Not only does he get spot cash discounts but by paying in advance, before the goods are made, he pays less than any other jobber.

¶ But that does not mean inferior goods, not by a jugfull, because Jas. Robinson sees to it personally the every single pair is right up to sample. That is your absolute guarantee of Quality.

¶ So you see there is a reason, several reasons, why Jas. Robinson can give you such big values that your profits will swell immensely. Why it is just like handing you money.

*Write to Jim To-day and Get Yours*

# JAMES ROBINSON

182-186 McGill Street - Montreal, Que.

# JAMES ROBINSON

## Has His Spring Goods Ready

His Stock is **FRESH** and **NEW** and **BRIGHT**

### Boots and Shoes

Are we pleased with our spring showing? That is putting it mildly. You are sure to like the many styles, fresh and up-to-date and built on lasts that represent the "last word" in shoe designing.

### Felts

We handle the lines of all the well-known manufacturers and you can depend on our filling promptly any need in felts.

### Slippers

Never have we shown a larger or more varied line of these goods. Neat and dainty and warm and serviceable. Look them over.

### Sporting

Hockey Boots, Skating Boots, Hunting Boots. Every sort of footwear for use in every sport.

### Lumbermen

Particular attention has been given to the goods of lumbermen and if you do any trade at all in this line you can't afford to pass us by.

*Let Our Travellers Show You Samples*

# JAMES ROBINSON

182-186 McGill Street - Montreal, Que.

A SIGN  
—OF—  
THE TIMES



SPRING TIME  
—IS—  
NEW-SHOE-TIME

with EVERYBODY. From all indications  
the season of

SPRING 1911

is going to show a record-breaking de-  
mand for "Classy" footwear. We have  
the goods so let us

Help You to Prosperity

Our "ever-onward" policy has pro-  
duced for Spring Trade such a combina-  
tion of Style, Foot-ease and Wear-proof  
Quality as you've never seen before.

**McLAREN & DALLAS**

Wholesale Distributors of Boots, Shoes and Rubbers  
30 Front Street West - Toronto, Ont.

One of our representatives will call on you  
shortly with New Spring Samples. The  
time spent with him looking them over will  
prove a double-divided investment for you.

# LUMBER KING BRAND

SHOE PACKS,  
LARRIGANS,  
SPORTING  
GOODS



¶ Oil tanned in that particular way which long experience has taught us is best fitted to withstand rigorous winter conditions in this country.     ::     ::     ::     ::

¶ Every pair has in it all the goodness, all the serviceability that we know how to put there, and Lumber King will stand for Shoe Pack and Larrigan Supremacy as long as a Canadian winter is what it is.     ::     ::     ::

## MCKENZIE, CROWE & CO.

Limited

BRIDGETOWN, N.S.



## Another New One

¶ This shoe is made for Ladies' High Class Trade. A Button Shoe in beautiful Velour Calf, Goodyear Welted, Heel two inches high.

¶ It is not an ordinary shoe by any means (the cut shows that) and you could almost say it has a personality, so distinctive is it.

¶ Built on a shapely last that conforms to Nature's lines, it combines style and comfort in a manner rarely seen. ASK TO SEE THE SAMPLES. :: :: :: :: :: ::

THE  
**JAMES MCCREADY CO.**  
(INCORPORATED)

Montreal    Winnipeg    Calgary    Edmonton



## IT DOES BEAT ALL HOW THIS SHOE IS SELLING

¶ Keeps twenty-six men busy sending in the orders. A real up-to-dater is this Men's Blucher Bal. Made of a beautiful Velour Calf on the new Ascot Last. The tasteful Knob Toe (not too large, no camel-like hump) together with the High Heel shows the latest idea in Footwear. Fancy Half-diamond Perforated Tip with Blue Silk Stitching. BETTER ORDER YOURS NOW.

¶ Investigate our strong line of Misses' and Children's Solid Leather Shoes. OUR TRAVELLERS HAVE THE SAMPLES.

THE  
JAMES McCREADY CO.  
LIMITED

Montreal    Winnipeg    Calgary    Edmonton

# TRICKETT'S SLIPPERS

FOR MEN  
WOMEN &  
CHILDREN.



YOUR JOBBER WILL SUPPLY YOU

H.W. TRICKETT LTD. WATERFOOT, ENGLAND.



# TEDDY BEAR SLIPPERS

Design Regd

The latest  
Novelty in  
Childrens  
Slippers

"THE HIT  
OF 1910"



GOLD MEDALS AWARDED  
BRUSSELS EXHIBITION, 1909.



## TEDDY BEAR SLIPPERS FOR CHILDREN

H.W. TRICKETT LTD Waterfoot near Manchester. Eng.

# 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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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## UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique

-

MONTREAL, QUE.

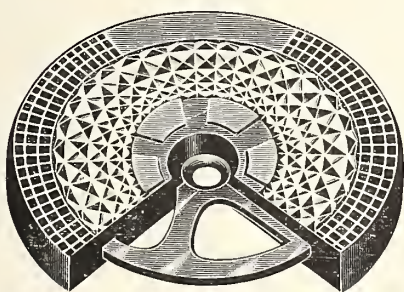
# RUBBER HEELS

Unequalled for Price and Quality



Ladies 4, Gents 6 per dozen pairs

**Liberal Discounts  
For Large Quantities  
For Export.**



Ladies 3, Gents 4 6 per dozen pairs

**Customer's Own  
Designs  
Carried Out.**

THE  
**Lancashire Revolving  
Heel Co. Manchester Eng.**



## THE SHOE MADE BY **McKEEN**

Is the most that a shoe can be. The real shoe-goodness that shows in style and long wear and comfort will be found in every shoe we sell.

**No Jobber Handles our Shoes.** We sell direct to the retail trade. Buy from us and save the jobber's profit.

ORDER NOW FOR SPRING.

THE  
**C. E. McKEEN**  
COMPANY

QUEBEC.

QUEBEC.

THE  
**"NUGGET"**  
 TRADE MARK  
 REGD. 227378  
**POLISHES**



The "NUGGET" Black Polish for Patent, Glace Kid, Chrome Glace, Box Calf and other leathers.



The "NUGGET" Brown Polish for Brown Boots, Shoes, Leggings, Etc., Etc.

**SHINE WHEREVER  
 THE SUN DOES**

It is a great many years ago that Nugget Polishes were first placed on the market. From that time until now, through an ever growing popularity they have seen the births and deaths of hundreds of other polishes— BUT— NUGGET STAYS.

Nugget Polishes are scientifically prepared from perfect formulas. Not only do they waterproof the shoe but the shine itself. The lustrous Nugget Shine is undimmed by water and preserves leather at the same time.



A Selvyt-covered Polishing Pad that puts the "finishing touch" on the shine and gives an incomparable glossy-black, mirror-like polish.



A brush made of the best bristles procurable. It is built to "work out" the shine—and it does.

**EACH NUGGET  
 OUTFIT CONTAINS  
 MORE THAN  
 JUST POLISH,  
 BRUSH AND PAD**

**EACH BOX HAS  
 MONEY FOR THE  
 DEALER IN IT.  
 WRITE FOR OUR  
 PROPOSITION : :**



This neat box in artistic metal or card board, is durable and handy and contains the rest of the outfit, Polish, Brush and Polisher.



The "NUGGET" Boot Cream for Patent and Enamel Leathers, Etc.



The "NUGGET" Boot Cream for Patent and Enamel Leathers, Etc.

**THE NUGGET POLISH  
 COMPANY, LIMITED  
 TORONTO HALIFAX**

# SPRING STYLES 1911



## THE DERBY LINE

### OF SPRING STYLES

Is not a rehash of resurrected "dead ones." It comprises new lasts and designs that will appeal to all dealers looking for up-to-the-minute business-getters.

LET US SHOW YOU.

**MURRAY SHOE COMPANY, Ltd.**

LONDON, CANADA



“A WOMAN’S SHOE OF DISTINCTION”

Your customers demand not only the best of materials in their footwear but also the latest styles and effects.

With the CLEO line you can easily satisfy your most particular customers.

CLEO shoes are style leaders, not followers.

---

**CLEO SHOE COMPANY**

**LONDON, ONTARIO**

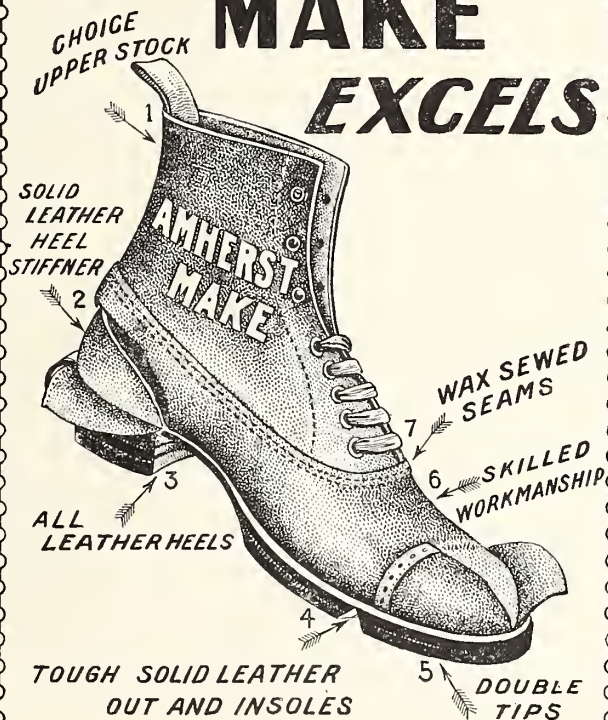
# The Beauty of Amherst Boots and Shoes is more than Skin Deep



Men's Waterproof Chrome Sporting Boot Solid

Not long ago a dealer wrote us that he had among his steady customers whole families, from father to baby, who ALWAYS wear Amherst Boots & Shoes. Quality is the cause of it all.

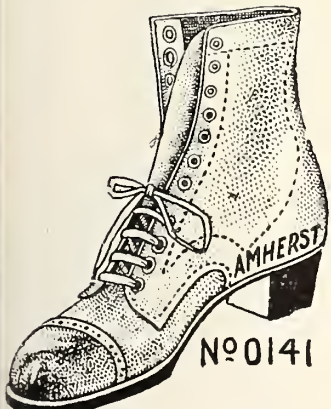
## WHERE AMHERST MAKE EXCELS



TOUGH SOLID LEATHER OUT AND INSOLES

**7 POINTS**  
— THE PERFECT NUMBER —

Amherst Boots and Shoes are solid leather every bit. There is no substitution of inferior materials INSIDE WHERE IT WON'T SHOW. They are made to stand the wear and tear of hard use in the street, on the farm, in lumber camp, or on the mountain trail.



Women's Box Kip Blucher Bal Leather Lined, Solid

# Amherst Boot and Shoe Company, Limited Amherst, N.S.



Sales are phenomenal this year. Why?  
Because the O'SULLIVAN HEEL is

# The HEEL of QUALITY



Worn in  
ALL  
the large  
hospitals  
by nurses  
and  
Doctors

By easing  
the  
nerves  
they  
impart  
strength  
and  
energy

There is  
nothing  
so  
conducive  
to ease



Gives  
a  
soft  
easy  
tread

The  
best  
wearing  
and  
best  
selling  
heel  
on  
the  
market

Makes  
walking  
a  
pleasure



CANADIAN AGENTS

## L. H. Packard & Co. LIMITED

WHOLESALE SHOE FINDINGS  
AND SHOE STORE SUPPLIES

PACKARD BUILDING

9-17 St. Antoine St. - MONTREAL



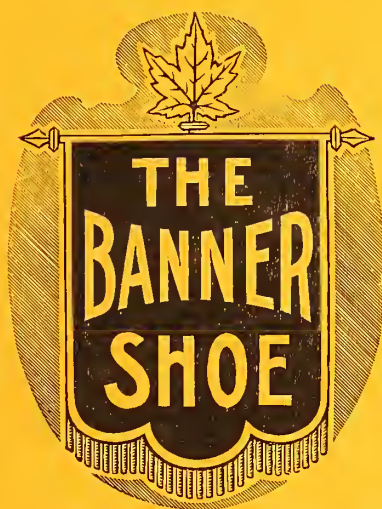


# SPRING, NINETEEN ELEVEN SWELL - STYLISH - SNAPPY

**PUMPS  
TIES  
OXFORDS**



**GUN METALS  
TANS  
PATENTS**



**STAPLE  
LINES  
ALWAYS  
IN STOCK**



**SORTING!  
WE HAVE WHAT  
YOU WANT  
TRY US!**

## BLACHFORD, DAVIES & COMPANY, LIMITED

UP-TO-THE-MINUTE JOBBERS

60-62 FRONT STREET WEST - - - TORONTO, ONT.

“MOTHER HUBBARD”  
**M HUBBARD**  
**SHOE**  
 REGISTERED



— THE —  
**YOUNGSTERS**

COMPRISE  
 fully  
 FORTY PER CENT.  
 of  
 CANADA'S  
 POPULATION



LIKE THE  
 other  
 SIXTY PER CENT.  
 MUST HAVE  
 SHOES

**“MOTHER HUBBARD” SHOES**

They want most  
 BECAUSE  
 they are made to give  
 “KIDDIES”  
 SATISFACTION



You want most  
 BECAUSE  
 they give  
 PARENTS'  
 your Customers  
 SATISFACTION

**BLACHFORD, DAVIES & COMPANY, LIMITED**

**Up-to-the-Minute Jobbers**

60-62 FRONT STREET WEST

TORONTO, CANADA

# THE LINTON LINES

“Run the Gamut” of Modern Shoe Production

## BOOTS AND SHOES

FOR

Men's Oxford

Plain Tip

Medium High  
Toe

High Heel

O Perforations

Matt Collar



**MEN**

**WOMEN**

**BOYS**

**MISSES**

**CHILDREN**

IN



Women's

Velour

Dull matt

Plain Tip

Cuban Heel

Full foxed

Turns, McKays, and Goodyear Welts

:: are made in the Latest Styles ::

OVER 50 YEARS we have been making shoes. The careful preserving for constant reference of the knowledge gained from each year's experience, the absorbing of every worth-while new idea, the working overtime of our own "Think Tank" has \_\_\_\_\_ produced the \_\_\_\_\_

**Superior Linton Lines of To-day**

# James Linton & Company

VICTORIA SQUARE = = MONTREAL, QUE.



# MINISTER MY LINE



## QUALITY

The kind that is built right in every shoe we make is of the standard which can only give the wearer the maximum of satisfaction while the range of styles is such that the most fastidious can make a selection which will continue to please until the shoe is worn out.



MANUFACTURE  
FINE QUALITY

# ES SHOE CO.

ED



## SUCCESS

Of the merchant depends greatly on the amount of satisfaction he can pass out with every sale. He cannot build up a business with poor goods but he can when he uses quality and style throughout. Therefore, isn't it only right that "Beresford", "Miss Canada" and "Vassar" should always stand out strong in your store.



# RERS OF TY SHOES



No. 324.  
 "Tramp." Men's Blucher Bal., Tan Calf  
 \$3.00, \$3.25; Velour \$2.60, \$2.90;  
 Patent \$2.75, \$3.00.



No. 384.  
 "Classic." Men's Blucher Oxford, Ortho-  
 pedic Last, Tan Calf \$2.80, \$3.00;  
 Patent \$2.80, \$3.00.

**R I D**

**N E W**

**BANKER**  
 (Very Broad Straight Lasts)

**PYRAMID**  
 (High Toe)



No. 380.  
 "Elect." Men's Patent Ties \$2.80, \$2.90;  
 Velour and Gun Metal \$2.60, \$2.80.



No. 308.  
 Tremont Last. Men's, Velour \$2.65, \$2.90,  
 Patent \$2.75, \$3.00.

**100 LINES**

There is nothing meagre, nothing wanting about the lines we are offering to the trade. Among so many styles you will find not only that every need is met, but you will see ideas so attractive that when shown in your window will *create a need* in the mind of the passerby.

**Between Fad and Fast**

While spending no small amount of time and money in securing fashionable and up-to-date lasts and ideas in men's shoe construction we carefully discriminate against FADS, those abnormal unsightly growths on fashion, confining ourselves to

**The Rideau Shoe Co**

**RIDEAU**

**LASTS**

**ELECT**

*(Narrow High Toe)*

**COLONIAL**

*(Straight Last)*

**12 LASTS**



No. 375.  
Men's Button Oxford, Tan Calf \$2.80, \$3.00;  
Patent Tip or Plain \$2.80, \$3.00.



No. 388.  
"Pyramid." Men's Button Boots, Patent  
\$3.00, \$3.35; Tan \$3.22, \$3.50.



No. 385.  
"Rex." Men's, Oxford Velour and Gun  
Metal \$2.60, \$2.80; Patent \$2.70, \$2.90.



No. 355.  
"Highball." Men's, Patent \$2.75, \$3.00;  
Velour or Gun Metal \$2.65, \$2.90.

And you can be sure of fitting him to a T because we have yet to see the foot that we cannot fit. The long and narrow foot, the short and broad, the low instep and the high, and the many variations of these are cared for by RIDEAU SHOES.

**When We Draw a Line**

producing shoes that men of good taste everywhere will readily buy. Priced to sell at \$3.50, \$4.00 and \$5.00 they find a quick sale among that vast army of shoe buyers who are known individually as the average man. Let us help fix you up for Spring.

**Head Office - Montreal, Can.**



Ordinary Sole Leather under Microscope

A  
Marvellous  
Difference  
lies between



"Tetrault" Sole Leather under Microscope

ordinary sole leather and the Tetrault kind. And it is more than a difference in appearance. It is a difference in wearing quality and in ability to keep out the wet.

☞ Ordinary sole leather as compared to that used in Tetrault Shoes is coarse grained and loose in texture. Under the microscope it looks like a sponge and in wet or even damp weather IT ACTS like one, literally sucking up the moisture into the shoe. It wears out quickly, too.

☞ Tetrault sole leather with its grain so fine and tight KEEPS OUT THE WET. Though pliable it is tough and strong and wears like iron.

☞ Now we are making just what the people want so we put it up to you to gain their everlasting friendship by selling THE SHOES THAT STAND THE MICROSCOPIC TEST.

**Tetrault Shoe Manuf'g Co.**

Largest Manufacturers of Goodyear Welts in Canada

Montreal, Que.



## Do You See That ROLLED EDGE?



It gives a shoe a particularly dressy effect, an effect that will remain until the shoe wears out.

The Rolled Sole will never wear rough, uneven or ragged at the edge. For use under rubbers it is ideal for it can't cut the rubber like the old style sole.

The Rolled Edge is just one of the many special features of Tetrault High-Grade Footwear, it is just one of the signs of Tetrault progressive-

ness and individuality, one of the things which make our shoes so different from the rest.

No better materials, no greater skill in making goes into shoes anywhere. Such careful thought and study goes into shoes nowhere else.

## Tetrault Shoe Manufacturing Co.

*Largest Outfitters of Goodyear Welts in Canada*

**MONTREAL, QUE.**



For Sixty-five Long Years have  
**Dayfoot Boots and Shoes**  
 been making footprints all over Canada

Wherever footwear is put to the severest test, DAYFOOT SOLID LEATHER BOOTS AND SHOES ARE WORN, and daily does their sale increase.

It is the honesty of construction, the toughness and pliability of the leather, the comfort and fit which does not sacrifice appearance—it is all these that cause the big demand for "DAYFOOTS."

OUR PRICES ALLOW THE DEALER A GOOD MARGIN

Write to-day and get your share of Dayfoot business

---

**C. B. Dayfoot & Company**

GEORGETOWN = = ONTARIO

# McCready Lines 1911 Spring 1911

A McCready Shoe is Everything



A Good Shoe Ought to Be

**The James McCready Co. Limited**

Montreal - Winnipeg - Calgary - Edmonton

CLARENCE F. SMITH, VICE-PRESIDENT AND GENERAL MANAGER

# McCready Lines Heavy Shoe for Rough Wear

Gibraltar - Northwest



Men's, Youths', Boys'

**The James McCready Co. Limited**

Montreal - Winnipeg - Calgary - Edmonton

CLARENCE F. SMITH, VICE-PRESIDENT AND GENERAL MANAGER

# McCready Lines Fine Shoes for Dainty Feet

Latest Styles for



Women, Misses, Girls

## The James McCready Co. Limited

Montreal - Winnipeg - Calgary - Edmonton

CLARENCE F. SMITH, VICE-PRESIDENT AND GENERAL MANAGER

# McCready's In Stock Departments

## 100 Different Lines

Ready to Ship the Same  
Day Order is Received

We have a fine stock of  
*Men's, Youths', Women's  
Misses', Children's*

shoes in new, up-to-date styles and  
leathers.

A beautiful little catalogue fully  
illustrating and describing the 100  
different lines of "IN STOCK FOOT-  
WEAR" will be mailed to you for the  
asking.

## Write for "In Stock" Catalogue

# The James McCready Co. Limited

Montreal - Winnipeg - Calgary - Edmonton

CLARENCE F. SMITH, VICE-PRESIDENT AND GENERAL MANAGER

# OVERGAITERS

Our stock of these goods is complete in every line and price. Send your orders here and get the best value in Canada.   •   •   •   •

## Tilley's

TWO  
SIZES  
40 & 75 Cents



## Dubbin

TWO  
COLORS  
Black and Tan

# LACES

Extra Special Values in  
Mohair, Leather and Silk

# Chas. Tilley & Son

*Manufacturers and Jobbers*

160 Bay Street   -   -   TORONTO

# Warm Dry Feet Without Rubbers

*A Stylish Shoe Cold  
and Moisture Proof*

## The Doctors Antiseptic

*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT 1908 1909  
NON  
PERSPIRO



The Doctors Antiseptic is made for those who want a stylish shoe that is not only waterproof but absolutely COLD and MOISTURE PROOF.

This is accomplished by a construction peculiar to the Doctors Shoe.

It is a Goodyear Welt specially stitched, with three soles; the outer and inner of the very best leather tanned. The centre sole is of asbestos antiseptically treated. Soles as well as uppers are waterproofed.

Made in New Shade Tan Winter Calf, Chrome Box Calf and Chrome Black Storm Calf.

**The Tebbutt Shoe & Leather Co.**

THREE RIVERS, QUE.



*THE  
Professor*

PAT. N<sup>o</sup>. 119409  
GOLD CROSS  
SHOE



# The Foot Without A Corn

*Is The One That Wears*

# The PROFESSOR Gold Cross Shoe

The Professor Gold Cross is built to fill the demand for a dressy shoe combining style and cornless, comfortable foot-eaze.

A corn really begins to grow ON THE LAST, the last which has not natural proportions. The Professor lasts are of E, EE, and EEE widths and are designed upon anatomically correct lines. So corns can't grow in this cornless shoe.

Made of the finest, softest kid that money can buy, pliable as a glove but strong and durable.

A MEDICATED CUSHIONETED innersole gives a soft, easy tread that prevents callouses forming on the sole of the foot. Ask your jobber to show you.

## The Tebbutt Shoe & Leather Co.

THREE RIVERS, QUE.

# PHILIP JACOBI



## EDWARD'S ENGLISH WATERPROOF DUBBIN

The greatest leather  
preservative on the  
market. :: :: ::



## ORDER EARLY

Tailor-Made  
Overgaiters  
and Leggings

Solid comfort for  
Fall and Winter



PHILIP JACOBI *Sole Manufacturer*

5 WELLINGTON STREET EAST, TORONTO

# THE CANADIAN JOURNAL SHOE AND LEATHER

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## Current Comment

With a fairly bountiful harvest in spite of drawbacks in a few localities, there ought to be good business this fall. At all events everybody seems hopeful, and this in itself is an indication of no mean character as to the prospects for business immediately ahead. It is perhaps as well there has been some uncertainty with regard to the crops, for if we had ahead of us a wonderful yield there would develop an inclination to speculate on the future, and this would mean a certain amount of unhealthy expansion. As it is, business is established upon a fairly safe basis, and the chances are that retailers as well as wholesalers will go along for another year without letting go the purse strings carelessly.

No trouble is quite as bad as it looks. Fear distorts everything. When we look back on some of the things we regarded at the time they occurred as disasters we realize they were not unmitigated evils. Some of the things we considered curses have really turned to blessings; some of the shut doors have driven us to others that have opened into larger things. If we could only realize that most of the ills that confront us are blessings in disguise how differently we would face them. The trouble is these

threatening mischief, these frowning clouds that hide better things frighten us so that we are often unmanned when a real difficulty confronts us. It is a good thing to develop an attitude of mind that will regard disappointments as appointments. To-morrow will be better if we determine to make it so. Let yesterday go and let us give ourselves to the task of "redeeming the time." In the meantime let us make up our minds that things are not so bad but that they might be worse or that they cannot be bettered.

The relations between West and East often remind one of the attitude of a growing boy or excited young fellow towards his parents. The old folks are "so unprogressive and cautious, don't you know." To read some of the articles in Western papers and to hear some of the young fellows talk who have lived a year or two out West would make your old sawhorse laugh. One might imagine that all the old fogies and slow hobs in the country lived East and were all trying to make their living out of the West. Sir Wilfrid Laurier has been getting a taste of this Western superciliousness from all accounts. It must have seemed strange to him as it does to any familiar with the effort to open up that new country, and who know what it has cost in money, brains, men and effort to open it to hear those who are reaping the benefit of the enterprise tell those who made life out there possible their shortcomings. Every dog has his day. Some of these extra smart Westerners will be effete easterners some day. Some of the places in the Western states that were once so wide awake that they kept it up all night are now worse than Sleepy Hollow.

We have advocated before in these columns the holding of an international exposition in celebration of the hundred years of peace between the United States and Canada, which will have been completed in 1914. An object lesson in mutual forbearance has been given to the world by these two countries, who, for a century, have been at peace with each other, and no better way of calling attention to the folly of war and the benefits of peace than by the holding of a great exposition of the products of the two countries, together with such features as might be thought helpful and instructive for the occasion. It ought, in the fullest sense of the term, be international as between the two countries and should be held as near the boundary as possible. How would it do to hold such an affair at Lundy's Lane in the West or Chatauguay in the East? On the old battlefields might the banner of peace be most fittingly unfurled.

Just now Canada is certainly in the public eye in the old land. One has only to pass along the principal thoroughfares of its cities to realize that the Dominion, as well as some of the provinces are putting forth well-timed efforts to keep Canada to the front. The newspapers also abound not only with advertisements but interesting information with regard to this country. We seem to have Britain pretty well convinced of our boundless resources, for British money as well as men continue to pour into our lap. The latest attempt at advertising is the transportation of a Canadian crack rifle corps to Aldershot to show the English how the young Canadian can march and shoot. While we have little time and less occasion for militarism in Canada, this exhibiting of what our young business men can do with their spare time may not be entirely amiss. To characterize the little militia excursion, however, as "an epoch in empire building," and its gallant colonel as a far-sighted patriot is rubbish. The boys will have had a fine time, the Colonel will come back with a title and we will all settle down again to saw wood.

The suggestion has come from King George himself that a king to be king indeed must needs come into personal contact with his subjects. This means that in the near future court will occasionally be held outside of London. It is proposed that periodically the sovereign shall visit the overseas dominions, to open parliaments and hold levees. There is no doubt that such a course, if followed, would draw the various parts of the empire more closely together and promote a more fervent loyalty to the crown. But one wonders where the King will find time for all this with the present pressure almost

more than can be borne. Will there not be jealousy too as to what portions of the empire are to be favored, and in some of them when the court shall be held. It will undoubtedly do good to have the King come amongst us, but it should not be at the expense of his health or in such a way as to promote jealousy and strife amongst those concerned. Doubtless more definite details will be given of the scheme.

No one can sit in the House of Parliament at Westminster without realizing that Britain has long outgrown its legislative clothes. To watch the House of Commons sit down to solemnly deliberate upon some apparently trifling matter affecting a village in Ireland, a town in Scotland, or a shire in England, when the demands upon its time in imperial and international matters are so tremendous, causes one to ask why these stupid local affairs could not as easily be dealt with by a county council, a local legislature, or even a commission. What is needed is local autonomy for England and Wales, Scotland and Ireland—home rule such as we have in the provinces of Canada. The parliament of Westminster should deal only with national and international questions and should be composed of representatives from the various portions of the United Kingdom itself, together with others from the overseas dominions. There should be, and no doubt there shall be in the future, a gathering at Westminster that shall indeed represent Greater Britain and not the hodge-podge that makes parliament at present little better than a local legislature.

The decision of the Hague Tribunal, while favoring British contentions with regard to many of the points involved, has been such that it has been received, even by the United States with good grace. Their contention that a bay or fiord over nine miles at the mouth should be considered open and not territorial water, was thrown out and thus a much vexed question settled once and for all. The most outstanding result of the arbitration is the fact that it is possible to arrange international disputes without resort to arms. An international court should be quite as competent to render justice to those who submit to its jurisdiction their differences as any local court within its own sphere. It will not be long, let us venture to hope, until it will be as impossible for nations to settle their difficulties by force as individuals.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

## Stray Shots

You can't tell a man's wealth by the clothes he wears or the victuals he eats. There are some wealthy men who do not know what a good meal means, and there are those arrayed in "purple and fine linen, faring sumptuously every day," who, if they wanted a "ten spot" would have to put some of their jewelry in hock. Moreover, a man may be a millionaire and be as poor in friendship as a tramp, while on the other hand, he may be as poor as Job's turkey, as far as worldly possessions are concerned, and as rich as Croesus in the golden opinions of his neighbors. In a certain church there was a rich merchant prince and a poor cabinet-maker. And it came to pass that they both died and both had long funerals. At the merchant prince's funeral the attendants talked of his smart business methods and aggressive policy of his establishment. At the cabinet-makers a host of real mourning friends told each other what good they had received from the consecrated life of the departed. "He that winneth souls is wise." A warm friend is better than a fat bank book.

The man who gets after money for money's sake will not go far before he gets tripped up. Money is all right in its place, and to say that it is the root of all evil is a lie. It is greed for gain or, as the oft misquoted Scripture phrase put it, the "love of money" that is the root of so much evil. "He that trusteth in his riches shall fall." He that puts his whole soul into the pursuit of gold and who puts his hope in it when he has it is sure to do some queer things to get and to keep it. In the process he is certain to fall lower and lower in the scale of morality unless there is something beyond money in the striving for it. With the majority of men today, however, it is not money, but the "game" in making it that fascinates. It is just as dangerous for a man to become absorbed in the game as in the gain, no matter how much he may think the "sport" wiser and better than a miser. The man who lets a thing master him becomes that much less of a man.

What are you after? What are you looking for? Are you an investigator or are you a "muck-raker"? These are some people to whom a name seems to call up all this is weak, mean or despicable about the person to whom it belongs; there are others to whom it suggests the very reverse, and they seem instinctively to think of the bright and helpful side of even the very worst people. "He that diligently seeketh good procureth favor." You can't help liking the man who keeps the sunny side out. Even the dogs in the street have a kindly wag of the tail for him. The old saw, "You can catch more flies with molasses than with vinegar" is rather a poor attempt to show that it pays a man to keep the sunny side out. With a few it seems as natural to shed brightness as it is to breathe, but most of us are capable of the effort to turn on the sunshine. At any rate, it will pay us over and over again to see the best that is in other people instead of the worst. Try cultivating the habit.

There is no difficulty in getting enough trouble to keep one occupied at any time he wants it. "He that seeketh mischief, it shall come to him." Go looking for trouble and you shall have it. There are lots of people who are not satisfied with what comes to them in the regular way, but have to go out and stir a lot up. The worst of it is they do not seem like the man who tickled the donkey's heels, to gain wis-

dom from the experience. There is the fellow who goes out with a gasoline launch and takes a wrench in his hand expecting trouble. It is safe to say that tinkers like him who will not let well enough alone will get fresh trouble every half mile. The man who is always expecting to get robbed finally gets what's coming to him. The man who is expecting his neighbors to "do" him usually gets done. You get what you are looking for. The spirit of mischief seeking is a bad thing. The man who keeps right along expecting good will get good; the fellow who is looking for trouble will have his belly full.

"Small profits and quick returns" is the motto of most successful business concerns of the day. Time was, and still is, in the effete East, when a man hung on to his goods for a long price until they rotted in their places. Nevertheless the spirit of the past and present seems to be the same when it comes to "cornering the market." In ancient times there were corners in wheat and corn just as there are to-day. The only difference was that then men smashed the corners with bludgeons, while to-day they do it by financial stratagem. "He that withholdeth corn the people shall curse him; but blessing shall be upon the head of him that selleth it." This is as true to-day as it was three thousand years ago. Just watch the men who have made their "pile" through wheat corners and see what becomes of them. For the matter of that the man who lets go in anything when he gets a fair price stands not only the chances of more permanent success in business but in the estimation of the people.

As Shakespeare so aptly puts it, "Mercy is twice blessed; it blesseth him that gives and him that takes." The man who gives gets. The more a living spring gives out the stronger and purer its volume becomes. "The liberal soul shall be made fat, and he that watereth shall be watered also himself." If we could but realize the philosophy of giving, not money so much as love, helpfulness, cheerfulness and the like, our lives would be vastly different. You can't water the other fellow without your own soul being refreshed in the very act. You can't do a kindly thing to another without seeing the reflection in a glow that will warm and uplift your own being. This is the best kind of "watering," but there is also the prospects of others giving back a share of what you give them in love and helpfulness. Get out the hose or even the little watering can, if you have no better, and try and put some brightness and beauty into the lives that surround you. You may not be much of a success at raising the choice products of the natural garden, but it is astonishing what success the most stupid may develop in touching into brightness human hearts.

If some of the stingy old souls that always find it so hard to make ends meet would make a study of the wise man's philosophy of life they would find an astonishing change creeping into their surroundings. "There is that scattereth and yet increaseth, and there is that withholdeth more than is meet, but it tendeth to poverty." It may be true that "a penny saved is a penny earned," but it is true still that a penny wisely invested will yield vastly more than a penny put into a savings bank at three and a half per cent. And sometimes a penny or a hundred pennies invested in what a banker might consider rather uncertain security will yield a much richer return than the most successful gold mine. In a business way as well as a philanthropic way the words of the wise man are true. There are some people who are so large-souled that they are willing like the farmer to "sow broadcast," and hope for a harvest in good if not in money. There are others who are so small and timorous that they "withhold more than is meet" to their own hurt.

*Solomon*



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



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

---

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**United Shoe Machinery Co. of Canada**

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

# English Impressions

Retail business methods in England are quite different from ours, both as to buying, selling and even delivering. The retailer hardly, if ever, visits the wholesale market, and does all his purchasing through travellers. The latter have stated periods for their visits and there is not the distinctness of seasons that mark the periods of selling goods with us. The buying, therefore, is always for "sorting" or immediate delivery. Until comparatively recently the retail trade was in the hands of small men and concerns, but within the past few years wholesale establishments have opened stores for the sale of their product. One large shoe concern in Northampton has over two hundred of its shops scattered throughout the United Kingdom. This new phase of the retail trade has, of course, caused considerable bitterness amongst regular retailers, who find regular competition trying enough without this. Profits were close enough before but are now pretty well cut to the bone, with the result that few dealers are making more than a bare subsistence, and the large list of failures from week to week bear witness to the tremendous struggle the average tradesman has to put up to keep afloat. In most of the trade papers the list of insolvencies and business embarrassments constitute the principal feature. One publisher stated that this was regarded as the most interesting department in his paper. A glance at some of these reports reveals conditions that do not obtain to a large extent in Canada. It is doubtless from necessity that wholesalers are entering the retail trade as some of them have stated that credit is so uncertain that they prefer to take the whole risk themselves.

Travellers call at stated periods and the English buyer is very particular as to appointments being made beforehand. Travellers are mostly seen in the morning between certain hours, and on the whole are perhaps treated a little more courteously than in this country, although our men would find the restrictions placed upon them by custom rather irksome.

The sale methods of the retail store in Britain are widely divergent, for the most part, from ours. A person entering a "shop," which is the word used there, instead of store, is expected to buy and is locked upon with surprise and displeasure if he leaves without doing so. There is not the freedom in entering or leaving a store that there is here. You are met as soon as you enter by the proprietor or floor manager who asks what you require. He is very obsequious, and escorts you to the salesman who might be expected to have what you are seeking and asks him to wait upon you. He hovers about you until you leave and shows his disappointment if you are unsuited,

both to you and the clerk concerned, who undoubtedly receives a double cross if he fails to sell you something. Clerks, or shop assistants, as they are called, are much more polite and attentive than here and address customers with the utmost courtesy. One cannot but be struck with the difference between some of the apathetic and even insolent salespeople that one meets at home and the uniformly attentive English clerk. By the way, in most of the retail establishments it is still the custom in England to board the salespeople who live upon the premises and are allowed out on certain evenings from 8.30 or 9 to 10.30 or 11 o'clock. Strange to say, many of them prefer this to boarding out or going home after hours. In London, however, the custom is dying out. Long hours are the curse of English shop keeping, although early closing is being agitated in various towns and closing days have been introduced.

In store decorations and window-dressing the English shop-keeper is decidedly behind his Canadian and American confrere. Over there the idea seems to be to get as many goods into a window as possible. One sees many a fine exhibit of shoes, furniture, confectionary, drygoods and other merchandise completely spoiled by not only crowding, but positive jamming. A real artistic window, even amongst the large shops in the "West End" of London, is an exception rather than the rule and even with the best nothing like the pains and expense seem to be undertaken that are quite common to departmental stores on this side of the water.

The same fault may be found, from our standpoint, of course, with the advertising which lacks life or "snap," as we call it and is wordy. It is never "windy"—as some of our advertisements in this country too often unfortunately are. In the matter of advertising enterprise the Englishman does not seem to be lacking; money is spent profusely by some of the large concerns who put forth some very bright efforts along various lines. The "tram," as the street-car is called, the bus and the highway are all used a great deal more generally than with us and posters flourish there as here. Their newspaper advertising seems to fall behind us in both quantity and quality. Apropos of advertising, an amusing incident occurred in London some time since. On the horse and motor busses appeared large enamel signs with the well-known words: "Good morning! have you used Jones' Soap?" A rival concern purchased through an agency the space immediately below and had a sign made which was identical in style of background and letter with the other and made practically a continuation of the first. It bore the words: "No, I prefer

Smith's." While the tact of such a ruse might be questioned, its "smartness" was quite Yankee. It cost the Jones concern some money to get rid of their enterprising enemy.

Shop methods are quite different, as has already been said. A clerk will insist upon showing you something if he has not what you want. Of course, there is salesmanship in it if he can suit you, but is it not a mistake four times out of six to sell a customer something that does not suit him? Very few stores have an adequate cash or sales system. Counter check books are used in a few of the larger stores, but with most the clerk has to go to the desk and get your change after wrapping up your goods for you. Even the large London shops have not the system that is in vogue in even some of our smaller establishments, and the result is a lot of unnecessary delay in waiting for parcels and change. As a rule, the assistants know more about their stock and the goods they handle than the average clerk on this side of the water, probably owing to the more thorough system of apprenticeship or probation in vogue. Horses and drays are only used in the delivery of heavy articles. "Barrows" or hand carts are the usual means of conveyance of goods from the shop to the customer's residence. Boys and old men are employed in connection with these. In the large London establishments tricycles are used for delivery, a boy perched behind the box, which is set between the front wheels and contains the parcels, providing the propelling and guiding power. It is a common sight to see these boys, mostly in uniform, pushing these little delivery vans all over London and the larger towns, dodging here and there amongst the heavier vehicles. Cab fares are so cheap that for special deliveries a four-wheeler is sometimes pressed into service for the handling of bulky packages, which can be put on the top of the coach. There seems to be no system of delivery as with our large stores, which employ hundreds of horses and vehicles of their own, all of a distinctive character.

In the large shops goods are often marked in plain figures, but for the most part one has to enquire the price of an article and in most of the retail shops this may depend upon the appearance of the customer and the exigencies of the occasion. In other words, the dealer figures on getting as much as he can for his goods, and, rather than miss a sale, will usually take less than he asks. Competition has, however, forced the use of open methods there as with us and now one will find in the large shops the prices of goods tacked on them. Credit is a great curse in Great Britain. Business is becoming more and more, however, a matter of cash in selling and in buying, but there is still a large amount of business done on credit and long credit at that. The dealer gets six, eight and even twelve months and in turn he lets his goods out upon similar terms. The result is as might be expected, straightened circumstances with both dealer and wholesaler.

## **CHEAP LEATHER**

The one **CHEAP** leather to-day is **WAXED SPLITS.**

Some people would rather buy a cheap shoe if they knew it combined reasonable comfort with greater wearing quality than can be had in any other shoe.

Some people *must* buy a cheap shoe. Why not give them a cheap shoe made from our Waxed Splits? They are soft and mellow and remain soft in the shoe; our special stuffing process insures this.

They are strong and will wear like iron.

*Lastly*, Mr. Manufacturer, they are so cheap they will make you a big profit if you push Split Shoes from our line.

Ask our representative or write us for particulars.

Flexible Splits also in all substances.

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**A. DAVIS & SON**  
LIMITED  
**KINGSTON - ONTARIO**



# Message Boy's Memos.

*"What I Would Do if I Were a Traveller"*

Travellers seem to me to be a pretty decent bunch, and I think I would rather be on the road than anywhere else in our business. They seem to have a pretty good time generally, earn good pay, and get to know a whole lot about things and people. There is a great difference in them, though. There are some fellows who seem always to have a grouch and talk and act as if they were sick of their job, while others go at it as if were the only thing on earth that was worth being at. I think, after all, a job is just what a fellow makes it, and I suppose travelling is like everything else, if a fellow makes good at it he is happy and if he doesn't he blames everybody and everything but himself. I notice that the happy contented travellers that strike our place are the ones that hit the Boss for the biggest orders. It is funny to notice the kinks in the fellows that come along from day to day.

There is Williams, for instance, who carries a certain line that we sell a lot of. He is right on the job. He has the goods and knows he can deliver them. That, of course, is a whole lot in helping a man to sell. But he seems to know all about his line and I have heard him explaining to the Boss the small details of their manufacture, bringing out their strong points. I think the fact that he knows what he is selling and has confidence in his line goes a long way in convincing the Boss, who does not know as much as he might about goods, but who still knows quite a lot more than most dealers.

A thing I like about Williams, and one that makes most people take to him is that he is interested in people and things outside his business. The other morning he dropped in just after the shop was opened, before the Boss got down. He nodded to me as he passed, calling me by my first name, at which I was surprised, because I did not think he would take the trouble to know who the store boy was. He had a friendly chat with Jones, enquiring about his family and discussing personal affairs. He chaffed Thompson about his girls and got into a lively discussion as to the relative merits of baseball and football. Incidentally, though, he found out how our stock was in his particular line, so that he knew pretty well the lay of the land when he got a line on the Boss. Williams is not one of those glad hand artists that make you sick with their slopping over. He meets the Boss like a man and I have never seen him fuss or cringe like some of the other travellers. He has a few words on general matters, sometimes, but not always; cracks a joke or tells a story and gets down to business. He

hits it with the Boss very well, and I don't think it is so much because he has the goods, because I know some other travellers with just as good a line, so I'm told, who don't get the same show. I think, somehow, that it is the fellow himself as much as the goods that tells in closing a sale. I have noticed that no matter what kind of a grouch the Boss has he is always decent to Williams when he comes in, and that is more than I can say as to some of the other travellers. I think he has respect for him, and that is what counts.

Now, Moore, another traveller, is an altogether different fellow in many ways. He is a decent sort of a chap too, and has been a long time on the road. He drops into the store and if the Boss is out he doesn't stay a minute but hikes off somewhere else. He has a good line, but he is not a booster. He's too quiet. From what I can see and hear he either doesn't know his goods or hasn't the knack of inspiring confidence in others. But you have to respect him and I hear the salesmen say that his goods are all right. I think what he lacks, like our rooster, is ginger, but I hardly see how a fellow is to get this if it isn't in him. He is a fairly good traveller, but if I were in his place I would try and develop a little interest in outside things, so as to be able to interest others. I know the salesmen knock his goods because they don't take to him. The Boss seems to buy from him only what he has to and that in small lots. He doesn't seem to put heart into buying probably because Moore doesn't put any into the selling.

Then there is Harris, who seems to think he is the whole thing. He bursts into the store like a whirlwind and just talks from the time he opens the door until he gets out on the street again. He seems to think that talking does the trick. He talks on everything and everybody and goes for all the world like a trip hammer in a boiler shop. His line is all right and we stock it fairly well, but I think the Boss gives him an order now and then to get rid of him more than anything else. I have noticed the governor fidget when he sees him coming in and after he has gone he walks up and down the back of the store as if he was trying to get rid of a spell of dizziness. I think if I were Harris I would cut out so much talk even about the goods and let them do a little more for themselves. I think Harris has some qualities that are good in a traveller; he is bright, cheerful, and has lots of go, but he tires everybody in the place by the way he talks. Nobody likes to be talked to death, and sometimes when you think a man is listening to you

he is wishing you were a hundred miles off and that he had a chance to attend to his business.

Johnston is a sore head and gives you the idea that he is on the road selling goods just to oblige his house and their customers and, of course, incidentally, to make expenses. He shows his line with the air of a martyr to business and if he has anything new does not show any enthusiasm about it. How he expects other people to get interested in his goods when he is so cold blooded himself I can't understand. His worst fault, though, is that he is a knocker. He picks up an article made by some other concern and points out its faults in such a way as makes the Boss hot. No man likes to have his buying ability picked to pieces by a traveller, and few men anyway like to hear another fellow knocking his rivals or their goods. I sometimes think that if Johnston spent the time explaining or boosting his own goods he wastes in knocking others he would be miles ahead of where he is as a traveller. I heard the Boss say the other day that he thought Johnston needed a dose of vermifuge or liver pills or a course at a nerve sanitarium.

There is a fellow named Fearman who comes into our shop, and, upon my word, I never see him that I don't feel like putting the dog on him. He comes in like he was afraid he would be kicked out, and his whole manner seems to show fear of everybody. He is not a young traveller either, but has been on the road quite a few years. He seems to expect to be turned down, and usually gets what he is looking for, although I have known the Boss, who is a good-natured man, give him a small order just out of pity or just to salve his own conscience for being tempted into being nasty to him. I think the place for men like Fearman is in the warehouse or packing room. He should never get out on the road. Lots of men who would be careful stock keepers and good shippers are wasting their talents on the road, so I heard the Boss say one day after he had dismissed Fearman with a friendly "Nothing to-day." Still, I think I would rather take my chances as Fearman than as Harris.

One of the worst nuisances that come into the store is Black. He has no judgment. He leaves the door open in winter and is as like as not to leave his grips in the way or on some of the polished furniture no matter what damage it does. He is what you call a "butter in." He walks up to a salesman when he is talking to a customer and asks when the Boss will be in or how the stock is in his line. He blew in the other day when the Boss was opening his mail and hadn't sense enough to see that the governor was flustered over a nasty letter that he had just opened. In any case, he ought to have known that it was no time to try to get him to figure out his stock list, but he insisted on butting in. The Boss is a fairly good-tempered man and a church member too, but before he got through with Black I am afraid he had back-slidden somewhat. I think if I were a traveller I would

use a little judgment and if I saw it was off time for me I would use the minutes at something else until the game was called again.

There are a lot of travellers coming to our place and they may be classed as good, bad and indifferent with the latter in the great majority. The best traveller, as far as I can see, is a gentleman, and no matter how much he may know about his goods, how funny he may be, or how smart he is, if he is not a gentleman his name is Dinnis. Next to being a gentleman I think knowing his goods counts, and next to that being able to talk quietly but surely about them. Then a traveller needs brightness, kindness, truthfulness, sobriety, diligence, patience, and a lot of other virtues, so I should judge, that make the calling a very difficult one to fill.

I haven't said anything about liars and boozers. They are down and out as far as our governor is concerned, and for that matter with most business men. They are to be found here and there in the ranks of travellers still, but it is now known by men on the road themselves that lying and whiskey are twin devils to be given no quarter.

In my next I will venture a few thoughts as to what I would do if I were a wholesaler.

SILAS.

## Shoe Tacks

## Shoe Nails

## Shoe Rivets

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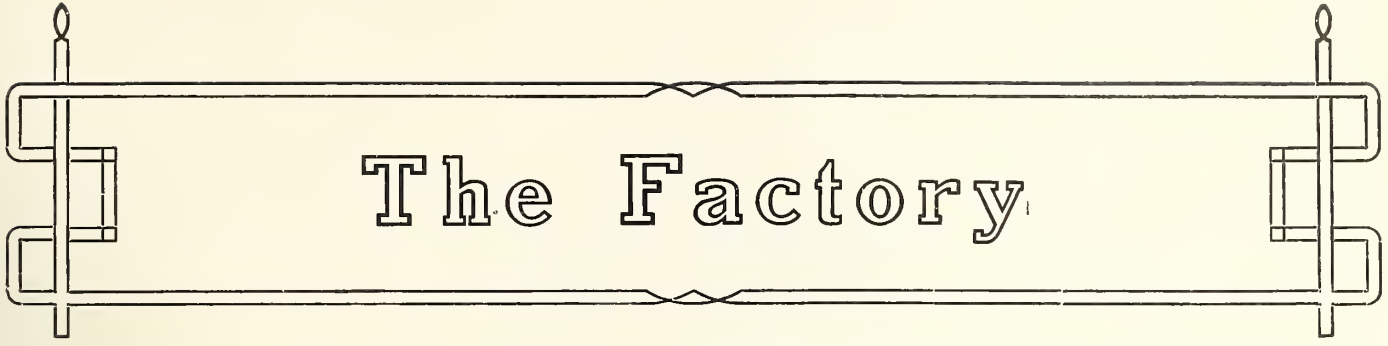
Hungarian Nails  
Channel Nails  
Hob Nails

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We make all kinds of Tacks and Nails for  
the Boot and Shoe Trade.

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The Montreal Rolling Mills Co.  
MONTREAL



# The Factory

The argument seems to favor the idea that all the lasting should be done at one time. The laster cannot leave the toe till the next day to be lasted on any machine if the shoe has been pulled over. Generally speaking, all of the shoes at present have box toes, and a box toe must be lasted as soon as possible after it is made ready for the operation. If any toes are allowed to remain over night the boxes harden up and then it is impossible to do anything with them. If a box is taken out of a shoe it is sure to hurt the looks of a shoe more or less, as it is seldom a new box will look as smooth. If it comes to a pinch and it looks as though some of the shoes will have to wait till next day the best thing to do is to last all the toes and let the heel seats go till next day. If the shoes have straight counters, however, all should be lasted, both heel and toe, as a straight counter is in temper then the same as the toe. The best way is to complete all of the shoes, so far as lasting is concerned, each day and that makes a sure thing of it.

In referring to matter of changes in styles, the *Boot and Shoe Trades Journal*, of London, Eng., says: "The demand for new styles in footwear is not always equal in pace to the productions of the leading designers and enterprising producers. Live manufacturers improve shapes and create new types every season, and, so long as they continue to do so, English products will always find a market. It is somewhat unfortunate, however, that the average English boot buyer fails to respond as quickly as does the American to new styles, and it sometimes happens that the progressive makers have the mortification of seeing their newest designs set aside for a time in favor of the older type. The education of the public to up-to-date shapes proceeds quickly in large towns, but in small communities, particularly in agricultural districts, the salesmen who push a new shape are regarded with some suspicion. The result is that manufacturers are astonished to receive orders for old styles and lasts, and the new lines, upon which they have lavished much thought and money, to some extent hang fire. Sooner or later, however, the old gives place to the new, and enterprise meets its reward. The public respond

## Lasted At Once

## Changes of Styles

quicker to-day than they did a few years ago, and we feel safe in predicting that as education proceeds apace they will do so yet quicker. Rapid changes of styles and fashions mean much increased business for shoe manufacturers. Boots and shoes are too often worn out; it will be better for the trade when fashion demands a change, as it does in dresses and hats.

Conditions as they exist in England to-day are by no means the most satisfactory. There is much unrest in labor circles and an apparent indifference on the part of the employers. The political situation is none too reassuring, and taken altogether much unrest prevails. The *Journal* says: "The outlook in trade circles is somewhat clouded, and the spirit of discontent which permeates the industrial world is reflected in the anxiety existing in the distributive trades. The ramifications of the present turmoil are so vast that indirectly they affect almost every branch of commercial activity. Orders, which were flowing freely, have been suddenly held up, owing to the uncertainty which prevails. The pity of it is that the troubles have occurred when there are distinct signs of a trade revival. Unfortunately, there is no immediate evidence that the end of the labor unrest is in sight, and the leaders appear to totally disregard the seriousness of the situation. As evidence of this, we would instance the remarks of the chairman of the recent Trade Congress in his closing speech, when he suggested that they should "get done quick, as it was football day"—a remark which was greeted with laughter and cheers. Evidently football is of greater importance than the more serious problems of life. The one bright spot on the picture is the constantly increasing export trade, and quite a large number of manufacturers are in receipt of good orders. At best the present season is necessarily a dull one, but the growing demands from abroad should do much to alleviate the quietude usually experienced at this time of the year. Spring samples are engaging the attention of most firms, but as yet it is too early to estimate possible results. Inquiries are coming in freely, and if bulk orders are correspondingly good the last quarter of the year will see manufacturers in full swing."

## English Conditions



"WHERE QUALITY COUNTS. WE WIN"

*Monarch*  
SHOE



THE  
SHOE  
WITH THIS  
BRAND-ON

HAS MERITS TO STAND ON

IF THE GOAL OF SUCCESS YOU WILL LAND ON  
THE POOR LINES YOU THEN MUST ABANDON  
TO KEEP FORGING AHEAD  
AND NOT JOIN THE DEAD  
BUY GOODS WITH MERITS TO STAND ON

NOW SHOES WITH MERITS TO STAND ON  
YOU CAN EASILY LAY YOUR HAND ON  
THEY'VE GOT THE STYLE  
THEY'RE SHOES WORTH WHILE  
AND ALL HAVE THE "MONARCH" BRAND-ON

**BRANDON SHOE COMPANY**  
LIMITED  
Brantford Ontario

Here are a few pointers worth noting. The skiving of counters is one of the most important steps in the making of this part of the shoe. Counters of different quality or weight will never skive alike, unless the skiver is adjusted over. The heavy counter usually has a tendency to drag through this operation, which forces the tension of the machine toward the flesh side of the stock, and this makes a heavy rand cut and leaves the grain side of the counter with a very thin bevel edge, and then again, if the skiving knife should not be ground with the proper bevel, or if it should be dull, the thin counter would have a tendency to run over the top of the cutting edge of the knife, and it would leave the counter with a thick, short bevel. On making a heavy cut of any quantity of leather, the knife usually has a tendency to gouge or make a deeper cut than intended, which is caused by the edge of the knife having a firmer hold as it enters the leather. Skiving of counters has in many factories been left to an incompetent operator, and as a result has often been the cause of inferior work. The writer has seen operators skiving counters, and as they came from the machine they were not sorted out as to quality or weight. When these were taken to the counter moulder of course he could never get an even pressure on account of the several thicknesses, and when he put more pressure to bear upon the counter in order to get a good flat flange on the thicker bevels, the heavy counters would sheer completely off on the way down. Of course this placed the moulder in a bad position, he at the time thinking that his machine was out of order, or that the counter stock was too hard and brittle, or that the counters were not tempered properly. This goes to show that the skiver should sort his counters after they have passed through his machine; of course this will not stop poor work altogether, but it will help the moulder to a great extent. When skiving stock which is of a tough nature, always move the knife back from the perpendicular centre of the feed rolls, allowing freedom for the stock to pass between the cutting edge of the knife and the fulcrum point between the feed rolls. If a soft or course counter is skived with the same setting as the above there is no resistance brought to bear on the counter, and as the soft counter is not rigid it will not follow the same course between the cutting edge of the knife and the center of the feeding pressure between the feed rolls. With the knife set back from the center of the feed the course is too wide for a soft or a thin piece of leather, and there is more room for deviation. On all thin and soft counters set the knife forward or close up to the centrifugal feeding point between the feed rolls. On some counter skiving machines, such as the Smith and the Stewart, the end of the knife is curved to meet with any contour that may be required. These knives are numbered according to their degree of con-

tour and the width of the bevel they will cut, designated by number according to the heft of the material that is to be skived. When using a carved knife, as described above, always set the curved end up closer to the feed rolls than the opposite end. This will give better results in skiving because the edge of the finished counter is to be thinner than the center of the counter. Therefore, the thinner the counter the closer the cutting edge of the knife should be inserted up to the feed roll.

Here are a few don'ts that it is just as well not to overlook. Don't try to cover up little defects and damages. This is done very often and too often, in fact, and this dishonest practice is no better than stealing in any form. Many bad places are stopped up with glue and wax that are sure to show as soon as the shoes are put on the feet of the wearer. Many shoes are damaged to such an extent that they are rendered absolutely worthless, yet they are boodled up and sent out without the manufacturer's knowledge and are sometimes sent back, but very often it is the consumer who suffers. Don't cut up or cut down your uppers. It is false economy to do so and invariably causes trouble. Cut regularly by the patterns that were drafted for the lasts, then if they don't last properly the fault is in the fitting of the uppers. If the uppers are cut up or cut down and trouble arises in the lasting room, it leaves a very large hole for the fitting department to crawl out of, besides it is a wrong system of shoemaking. Regular methods in shoemaking are strenuous enough without resorting to irregular ones. Don't allow dust and dirt to collect around your finishing shaft, for there is no place in the shoe factory that requires so much attention to cleanliness as the finishing department. Unclean benches and unclean brushes signify that slack and untidy people are working on them—and the results of such people's labors are usually detrimental to any product.

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IMPORT OF EMPTY TRUNKS—In consequence of the endeavor made at certain custom houses to tax as *mallees* the used empty trunks imported by British travellers in France for their personal use, our chamber has written to the Director-General of Customs, pointing out that the trunks in question are bona-fide used baggage, belonging to private persons, and asking that they may be allowed to enter free as heretofore. This refers to trunks not accompanying the owner.—Brit. Chamber Com., Paris.

ABOUT SHOE EYELETS—"A Shoe Eyelet That Can't Wear Brass" is the heading of a neat little blotter in white, with the printed side a pale lemon yellow and printed in orange and black. The matter is boiled down to a few crisp sentences, is highly descriptive and well calculated to appeal to manufacturers interested in improving the quality of such essentials as shoe eyelets. Address the United Shoe Machinery Company of Canada, factory and general offices, Montreal.



# Ads. and Advertising

Ads. No. 1 and No. 11, by the same firm, are characterized by a strong, business-like lay-out and style of illustration. Rather more type styles are used than are necessary to best effect, but on the whole the contrasts are good and the division into departments made in such a way as to assist the eye and render the ad. easily read. Still another point worthy of notice is the excellence of the descriptions given. Note also the use made of popular prices. Taken all together the ads. can quite justly be described as interesting and attractive.

## Our Ad. Page

No. 2 is most attractive in form, but seems short on positive information. A good criterion or standard along this line is to ask one's self if the amount of information given is sufficient to hold or continue the interest aroused by the heading or illustration. If this can be answered in the affirmative, the requirements of good advertising are fulfilled. The interest aroused should at least be sufficient to make the reader desirous of seeing the goods.

No. 3 is neat and concise in style, possesses an excellent heading, also a large amount of information interestingly stated. Possibly a little more space would be better. Plenty of breathing space is always advisable.

No. 4 is neatly arranged and displayed, and contains an interesting budget of information. The illustration is catchy, though obscured by rather too much trade-mark. The typography is consistent throughout the body of the ad., while a border is used which helps give the ad. individuality.

No. 5 is neat and effective in lay-out and arrangement, makes a skilful use of leaders at popular prices, and has plenty of breathing space. Note the effective use of humorous heading and illustration.

No. 6 is concise in style and arranged in an attractive and readable manner. Good use is made of leaders at popular prices. The illustration also assists in calling attention to the line advertised, and makes some suggestion as to style.

No. 7 is crisp and to the point and well calculated to arouse an interest in the goods. The illustration, while good enough for the purpose in a general way, could have been made more effective by using a cut showing a good, classy example of the line advertised.

No. 8 is concise, uniform in style and typography, possesses a good, plain, business-like heading and is laid out in a way to be easily read.

No. 9 is somewhat out of the ordinary in lay-out and arrangement, and is all the more interesting on this account. The different "topics" hit the nail upon the head at once and call attention in a most effective way to special seasonable lines. Other points to notice are the good descriptions and the good use made of prices. The heading is brought out well, also the sub-headings and the firm name.

No. 10 has a good heading. This is plain and business-like, but suggests the subject and would attract those interested at once. The ad. seems short on information, but would be in place as one of a series changed at frequent intervals and followed by others containing more definite reference as to lines carried.

Much has been said as to what the ad. writer should or should not do. What he should know and be are equally important. It is

**Qualifications of The Ad. Writer** obvious that the man who attempts to write ads. be he proprietor, clerk, or professional ad. writer, should be more or less conversant with the lines which he sets out to advertise. In fact, the more he knows about the various lines the better. In the ordinary store, carrying the goods belonging to one department only, this is a comparatively simple matter. In the larger departmental stores this becomes a much more complex problem, but one not impossible of attainment. Evidently a knowledge of the technical side of ad. writing is only a part of the ad. writer's education, and a comparatively insignificant one at that. The knowledge of the lines to be advertised is necessary in order to secure talking points, or even to talk intelligently of the goods. Nothing is more painful, and at the same time less convincing than a meagre knowledge of details of the kind referred to. In fulness of knowledge quite evidently there is power. The only way to secure this knowledge is to take advantage of every means of getting posted. Chats with salesmen, heads of departments, a personal inspection of the goods from time to time; a comparison of qualities and prices; a knowledge of methods of manufacture; where the goods, as well as the raw materials, come from. All this and much

more must be gathered before the ad. man can "get the grip" on his line, or before he can hope to put up advertising copy of the kind which must and will produce results. This is where "agency" copy sometimes falls down. Good looking copy is not necessarily of the convincing and effective kind. Nothing can, in fact, be made to take the place of the real thing. The study of the goods will evidently not end with a general acquaintance, but must be continuous in order to be fresh, vigorous and up-to-date. The ad. writer's knowledge of the various lines need not, perhaps, be quite so minute, or of the same kind as the salesman's, but the nearer he can approach to this ideal the better. A good education is an important item. Good, vigorous, descriptive language is essential; even slang or smart expressions of the milder type are permissible, but, as a rule, the ad. should be clothed in the best of English. No useful object can possibly be attained by the use of ungrammatical expressions and poor spelling or punctuation. From the technical side of ad. building, the ad. writer should not only be acquainted with the methods pursued in laying out ads., and with type styles, borders, the correct use and position of catch phrases, headings, introductions, sub-headings, prices, descriptions, illustrations, etc., but he should be well versed in ad. setting from a printer's point of view. This will include a knowledge of the point system as applied to types, borders, rules, etc., an acquaintance with ordinary print-shop methods, implements and trade terms. This can be best obtained by paying frequent visits to a good printing establishment. It pays also to get acquainted with the printer, as well as with his stock of type styles, and his facilities in general for turning out ads. It is only by working in harmony with the printer that the best results can be obtained. Another class of information of the greatest advantage to the ad. man is a knowledge of how cuts are made. Much of this is very simple, but it is surprising how many advertising men are ignorant of the way to tell a half-tone, a wood-cut, a drawing on process paper, a wash drawing, a drawing in line or stipple, and the other methods used by artists for producing various effects, whether a half-tone has been vignettted, silhouetted, or hand-engraved, the use of the screen and how to indicate the correct size, which, of course, corresponds to the quality of paper used. A knowledge of actual working methods in this line is both interesting and useful, and will be the means of working many an economy, as well as securing more satisfactory results generally. Closely allied to the making of cuts and with print-shop methods is the manufacture of electrotypes or "electros" and stereotypes. The methods of making both of these must be seen to properly appreciate their meaning, the expense of making, the length of time required, and other details. When the ad. writer has gained possession of all the above sorts, sizes and job lots of information his education may be said to have just commenced. He is

then in a position to study advertising with a fair degree of intelligence and understanding. This should help to solve the problem as to whether or not a correspondence course can make an ad. writer; or rather, how far it can go in the making of one. An answer is also afforded as to whether a man unacquainted with the goods, or with print-shop methods generally, can be safely entrusted with writing a firm's advertising. A man's qualifications in this line should evidently be ascertained just as fully as though he were applying for the position of salesman or departmental manager.

The writing of copy is receiving more attention to-day than ever it did before. It has been estimated that fully seventy-five per cent. of the value of advertising depends upon the kind of copy furnished. This estimate may be said to err upon the side of modesty, if anything. You may purchase space in the most expensive medium going, but unless you put up interest-holding and business-pulling copy you might just as well have consigned the ad. to your hip pocket. There are no set rules for the writing of good copy, so much depends upon the ad. writer's personal judgment, and enthusiasm, but if he fails to measure up to what is required of him the general public will not leave him long in doubt. The "try-out" is the supreme test of good advertising copy. This also furnishes the ad. writer with his experience or his knowledge of the kind of copy that pulls, as well as of the pitfalls to be avoided. An advertisement may be illustrated with pen and ink sketch, wash drawing, or photographic reproduction. It may be two-thirds illustration and one-third copy; or one-third illustration and two-thirds copy; or all illustration but a "hit-home" catch phrase; or all argument, but no illustration; but if it has not in it the appealing power and does not create the desire to buy, it is not a good advertisement. There are many views as to which is the most effective style of copy. I believe that one man who writes continually the same style of copy for all products is not doing himself or those products justice. Different products require different styles of advertising—the methods that will make a success of one will not make a success of another. An advertisement has three missions: To rivet attention, to create a desire, and to corral the money; and no advertisement is truly successful that does not possess these essentials. Make your advertisements simple and straightforward, say what you have to say and stop. Use plain English, the kind that makes good easy reading. Terse terms are best. The conversational style is always effective. Remember that the common people form the mass of buyers, and are the people from whom the real advertisers get most of their money. Remember that you are talking to them and must mould your advertisements in such language as will be understood by them

#### Common Sense Copy



# The Man Who Sells

Much has been said and written of habit. It has, in fact, formed a most prolific subject for both reformers and educators of all sorts.

## Psychology of Habit

Very little light is thrown upon its meaning by a reference to the origin of the word, beyond the fact that it is connected with the Latin word "habeo," to have. Strangely enough, the manner in which habits are recorded or stamped upon the organism has remained very largely a mystery, owing, no doubt, to the inherent difficulties of studying the human brain at work or in its functions, the brain of the subject after death showing no observable trace of the workings of habit, or in fact, of any kind of mental operation or development, the only indication of superior brain power being, perhaps, the possession of a slightly larger brain or one with a few more twists or convolutions. The external manifestations, however, are sufficient for the present purpose. One of the most prominent characteristics of habit is the necessity of repetition to fix the impression, after which the habit is said to be formed. Another marked feature is the fact that habits once fixed are hard to break off, showing the strong advisability of the formation of correct habits only. For ordinary, every day purposes a good habit is one which is beneficial to one's self or to some one else or to both. A bad habit is, of course, the reverse. In modern business life, with its strenuous and strongly competitive conditions, the application of habit is evident. Habit makes for economy both in mental and physical effort. With correct business habits more work can be done, since many things can be done almost automatically and with little expenditure of brain power. Only those habits which make for greater efficiency are cultivated, and those which are wasteful of time or energy are avoided. Good habits are essential to success. All bad habits retard success and some are fatal to it. Among the most important good business habits may be mentioned promptitude. This applies to being prompt in meeting business engagements of all sorts, to getting down to work on time in the morning, to waiting on customers promptly and without unnecessary delay, to attending necessary duties about the store or establishment. Promptitude at quitting time or in asking for a raise in salary will require no special cultivation. Cheerfulness is another important business habit. No one likes to do business with a grouch. Some employers are affable with those who meet them upon an equal footing and are nasty with those beneath them. This is cowardly. No man ever built up an efficient working or sales force upon such a principle. Cheer-

fulness is just as necessary to get the most out of an assistant or employe as it is to attract and cement business. Attentiveness or alertness is another requisite to success in the best sense of the word. Business requires watching or it will slip away. Customers may wait once at the counter while an employe finishes a conversation or dawdles about over some trifling occupation, but ten to one he will register a resolve to go somewhere else next time. The successful salesman is the one who is on the alert for every bit of business which comes his way. If customers show an interest in some line of goods he is ready to show these promptly and cheerfully, whether a purchase is made upon the spot or not. Nothing is too much trouble. In this way business friends are made. These are the kind of clerks people inquire for, and are the kind which will generally be found totalling up the largest bill or list of sales at the close of the day. Habits relating to personal appearance are of the greatest importance. Among these may be included cleanliness of the person, the hands and nails well cleaned, the clothes brushed, laundry clean and shoes polished. Odors of perspiration, tobacco, or liquor of any kind are all offensive. Inattention to these details helps very materially to make the unsuccessful salesman. The employes' habits outside the store are almost as important as those inside. Wholesome recreation is essential. Sport, of the kind which builds one up physically and makes him stronger, fresher, more clear-headed, and fitter for his daily occupation—this is a practical necessity for best results. The sedentary person, who would rather sit indoors, reading or smoking, but at any rate without sufficient exercise and fresh air, is placing a handicap on his chances for the success, which belongs only to the strong and the energetic. If simple inactivity be a barrier to success, how much greater is the injury done by the cultivation of dissipated habits. A portion of one's leisure should unquestionably be applied to self-improvement. The self-improvement habit is a good one to acquire. Never be content to remain at a standstill intellectually. The highest positions, as a rule, are awarded to plodders only. Learn, not only your business, but all around it and above it, this is the only way to fit one's self for advancement. Business managers and others in high position are selected from among those who have mastered all the details of the business and perhaps many others besides. Last, but not least, the cultivation of correct business habits excludes and prevents the formation of those which are improper and prejudicial to success.

Careful personal attention is flattering or pleasing to most people, and is most effective in securing and holding the customer's trade. Herein lies one advantage which the **Personal Contact in Business** small store has over the larger departmental establishment. The proprietor or manager who is a good mixer and who makes himself acquainted in an unobtrusive but kindly and pleasant way with his customers is building the foundations firmly and widely for a successful business. This should not be confounded with meddlesomeness or interference on the proprietor's part. Nothing is more disgusting and repulsive to a customer than to visit a store where the proprietor or manager is continually butting in, interfering or calling clerks to time while a sale is being made. If it is

A B C D E F  
 G H I J K L  
 M N O P Q  
 R S T U V  
 W X Y Z &  
 a b c d e f -

Specimen Alphabet.

necessary to call attention to an error it is better to do this on the side or behind the scenes and not in the customer's presence. In the shop which is conducted on ideal principles the proprietor or business manager is on hand in good time in the morning. He has a kindly greeting and a smile for everybody, though he has no toleration for careless methods in store management or salesmanship. He knows from personal observation that the show windows are presentable and that the store is in shape for the reception of customers. These are greeted cordially—it may be, with a hand-shake. In any case, they feel that their presence is known and appreciated by the man at the head of the establishment. Absenteeism encourages slipshod methods and often leads to careless treatment of customers and loss of trade for the store. There is no use of one man's protesting in such cases, or when he is lacking in the moral support which he should receive from headquarters. The

popular store is undoubtedly the one where proprietor or manager and sales force co-operate in giving the public a cordial welcome, where they are made to feel that their faces and, if possible, their names are remembered. As a business expands this becomes increasingly difficult, though the same principle can be instilled in the case of departmental managers and heads of departments. The larger stores have many of them noted this inclination of the public to be influenced by the personal factor in merchandizing and are using it with marked effect in their mail-order systems, and more particularly in the form letters which are despatched to actual and prospective customers. Any number of people in the smaller towns and country places believe that these concerns have a personal interest in their welfare as customers and that their requirements are given personal attention. If this is true in the cases mentioned, how much greater are the opportunities of the individual dealer who can meet his customers personally in the store.

All beginnings are hard, but where there is a will there is a way. You must have this in mind if you wish to accomplish any measure of success in show card writing. **Hints on Card Writing** Ordinary lettering is simple and easy of execution. It is neither an art nor a trick. The fact is, most beginners get discouraged after their first attempt, and lose confidence in themselves. There is no reason for this, remarks Show Card Writer. I put it down to the lack of zeal and perseverance. In many cases a pupil will throw his brush aside, exclaiming: "It's no good; and I'm tired of it"; or, "I haven't the talent to make letters." At the same time it is probable a few more attempts would have enabled him to make his first good, steady stroke. And this "first good, steady stroke" is the key to perfection. After a man knows how to hold his brush steadily he will soon be astonished at his own accomplishments, and even the fruit of his ambitious perseverance. Rome was not built in a day. No man was ever born expert. To prove the truthfulness of these axioms I will say that when I first began lettering I needed constant encouragement. I believed myself unable to ever write a decent show card. But in time I discovered I had learned how to make a straight line; and having struck the turnpike to success, I travelled the road step by step until I had perfect confidence in my powers. I have taught lettering to a few friends, and their success leads me to believe that any one, in time, can master the knack of card writing. Perhaps these few suggestions will help you: Have faith and be bold. Don't be too particular, and don't waste too much time on your letters; practice will make you perfect. Have a broad margin around your letters and be careful to space well. Use a plain style of lettering as a rule, and a fancy letter occasionally, if you find you can make it well. To do good work use a set of long haired red sable brushes.

# Keeping Down Costs

Quite as important as getting a fair profit is the reduction of costs in all departments, whether of the store or the factory. All owners and managers of business institutions are familiar with the fact that little leakages will sap the best of enterprises and that attention to small things, such as economy of materials, utilization of by-products, etc., has often meant the difference between success and failure. The following from "System" may prove suggestive:

Noon struck. Punctually the purchasing agent for a southern factory snipped open the three competitive bids received on a contemplated motor installation. Five minutes later, the bid lowest by \$225 had been formally accepted and the purchaser went out to lunch, whistling triumphantly.

"I knew we'd save money on that contract," he told a friend; "I simply gave that last salesman a strong economy talk. And, of course, he came to it."

The new motor was set up. The power came on. But the machinery stood inert. The motor whirred energetically, but the belt merely slipped on the pulley, refusing to pick up the load. Pulleys of larger diameter had to be bought by telegraph and awaited, at a cost of over \$300, before the idle motor and machinery could be harnessed.

The low bid provided a motor which at 800 revolutions furnished—on paper—the horsepower which the factory demanded. Not only was this speed too high for the transmission on hand, however, it proved extravagant in operation. The little high-speed motor was eternally on a strain—always trolling up-hill.

The other bids were right. They contemplated a larger motor, which at 800 revolutions would have suited the main shaft arrangement and furnished ample power with economy of current.

The history of this high-speed motor might be continued into the cost of hurry-up shafting installations, days of shut down and idle capital, increased repair bills and depreciation. Even in the rough, however, it stands as a typical short-range purchase—an instance of first cost clipping as contracted with long-sighted, final cost economy.

**Final Cost or Total Cost** is a title little liked—often sneered at—by the add-and-carry purchaser. Yet it is the most important viewpoint which the high average buyer commands.

Final cost admits of no formula, or at least none free from subtle variables. Yet the clever buyer finds use for it in classifying all the personal equations, chances of life and business which are worthy of consideration in arranging a purchase. Under it are the

outlines of all his possibilities of saving and loss.

Everyone of these items becomes more familiar through definite study. While the ignorant buyer is whittling prices, the believer in low final costs has established a check on every person, element and process concerned, and is on the lookout for savings at every gateway from absolute raw material to quarterly dividends on products sold.

The final cost of any purchase has three chief components: **Production Cost, Selling Cost and Cost to Buy.** Each of these the thorough purchasing agent will analyze into many significant factors, varying with his lines. For a buyer merely to run through this list of expenses with pianos or trunks or sheet steel in mind is wonderfully suggestive. Every item is many-sided, facing upon the highroads to better service, greater efficiency, less outlay, and greater final value. Frequently such a chart will render decision more wisely than any unordered calculation, between two puzzling propositions.

Face-value price is by no means all with which a buyer is concerned. Yet it offers many chances of better purchasing.

It was a factory purchaser versed in the ruinous after cost of wrong material, no less than in the details of production expense, who filed away three respectably high bids on soft metal bearings, took the one suspiciously low offer and conferred with the bidder upon it.

"I suspected," he prefaced, "that the standard metal is half material, half trade-mark. But your production cost seems too low even yet. Is it to cost me expensive repairs and indemnities in use?"

"It is extremely low for high-grade stuff," admitted the material man. "Come out into the shop and I'll show you why.

"I have three sons in this business," he continued "all are masters, trained to the work, personally interested in it. Each handles one of my departments. I challenge any other factory to produce with our minimum of waste labor, material and power; our economy in superintendence, in spoilage and depreciation."

Prompted by this explanation, the purchaser was able to accept the advantageous bid with no fear of a buying or adjustment charge to offset it. He had gone to the tail of his list and calculated the probable cost of "come-backs."

The same idea applies throughout production. Perfectly fit quality carries the lead after-expense. Too good material—goods which not only serve the purpose, but please the buyer's eye—carry a higher

initial cost. Poor material often is paid for on a cheap basis.

Small accessories also talk loud on the final cost sheet. The wrong oil used upon a machine occasioned its screws cut on high speed machines had to be than should have been necessary. A new buyer found that screws cut on high speed machines had to be ground afterwards. A trifle slower speeding—and the screws came to him at a higher first cost, but a neat percentage cheaper in total.

Two wholesale grocery buyers were breakfasting together over a "sugar war" in Portland, Oregon.

"Yes, it may be a good time to buy," said one: "but to my notion, granulated sugar is worth just about this quotation. I might go in heavily, get caught and be unable to free the capital we need on the fifteenth."

The other purchaser knew that the price quoted shaded the production cost of the staple. He realized distinctly that the low price was due to a fight for the selling field. Soon a defeat—a settlement—and an indemnifying rise in price must come. Confidently he bought, and cleared some thousands of dollars.

Not hazily, but in concisely thought figures, he regarded the cut price as one of the expenses of selling. This expense, charged today, tomorrow's sales must cash. He merely side-stepped that item of final cost and bought today.

From the best hotel tactics of the high grade proposition down to the tawdry finery of the hock-shop salesman, the extravagance often practised on the buyer intimately concerns him. He pays for it. It is an important item on his final cost sheet.

A metropolitan wholesaler has a mahogany up-town store operated in his own name and a stained pine downtown store operated in the name of a subordinate. This double organization is a silent but public acknowledgment of selling costs as an argument with even the most ignorant buyer. By close scrutiny of selling cost percentage, clever purchasers are enabled to throw their trade to the man who sells economically and thus will eventually bring about enormous savings throughout the selling field.

The manufacturer who forces out his product through distributing agencies is gradually, automatically, crowded to economical channels. Wise buyers demand it and knowledge enforces their requirement.

Broad understanding of the causes behind cost and behind price fluctuation form an ideal basis for experience in buying. This insight the ambitious purchaser gleans from trade papers, from such publications as the United States Department of Commerce bulletins and, most of all, from observation.

A buyer of furniture and stoves inquired for the medium-priced quality wholesaler in the city and was specially warned against one house, because of its "style," expensive location and consequent high prices. After his selections were practically completed, how-

ever, he happened to pass this store. A special sale was billed, which he had neglected to notice in the newspapers.

He went in, saw immediately that the values offered were extraordinary, and learned from the house salesman that (1) their warehouse lease had expired, necessitating the transfer of all unsold stocks; (2) the occupant of the adjacent store room had broken faith with them on an unwritten agreement and had deprived them of the new storage space so badly needed.

Rather than fight through the law suit against their neighbor, the high-priced firm was selling at cost to escape cartage, retail storage charges, insurance and other expenses. The buyer placed his entire order with this house and went away determined to consider more carefully all the variables of selling cost.

The well located house, the jobber seeking a new market, introducing or dropping a line, economizing in the handling of a large order, bringing on the product of a simplified process, clearing away a fire-damaged stock, busying idle capital or seeking ready cash, will often chip in on the ready buyer's final cost. The house order may save a salesman's commission and get a rebate in better terms. The purchaser who has skill to carry short stocks and take the discount, who buys where good management keeps depreciation low, who keeps away from rush orders and fluctuating business, into regular demands, shows lower final cost in consequence. Out of the accidents of the selling field, many a clever buyer pays his own salary.

ENGLISH COMPETITION—Mr. Harry Roberts, of the Portland Shoe Works, Messrs. I. Roberts and Sons, proprietors, Leicester, Eng., was a welcome caller at our office during the month. Mr. Roberts is looking over the Canadian ground with a view of sizing up the prospects of establishing business in the Canadian market. He is of opinion that the English manufacturers ought to be able to successfully compete with Canadian manufacturers. The lasts and styles are somewhat different in England, but these could easily be made to conform to the tastes of the Canadian people. Mr. Roberts was most favorably impressed with the possibilities of trade with the Dominion.



**ALWAYS  
ON HAND**  
Red and Grey  
Heel Stock

Also all kinds of  
Flexible Inner Sole  
as Chrome Tan  
Split, Veneer, and  
Duck Inner Soling.

Please write for  
Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is  
used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds**  
230 St. Marguerite Street - MONTREAL, P.Q.

# Store and Window Display

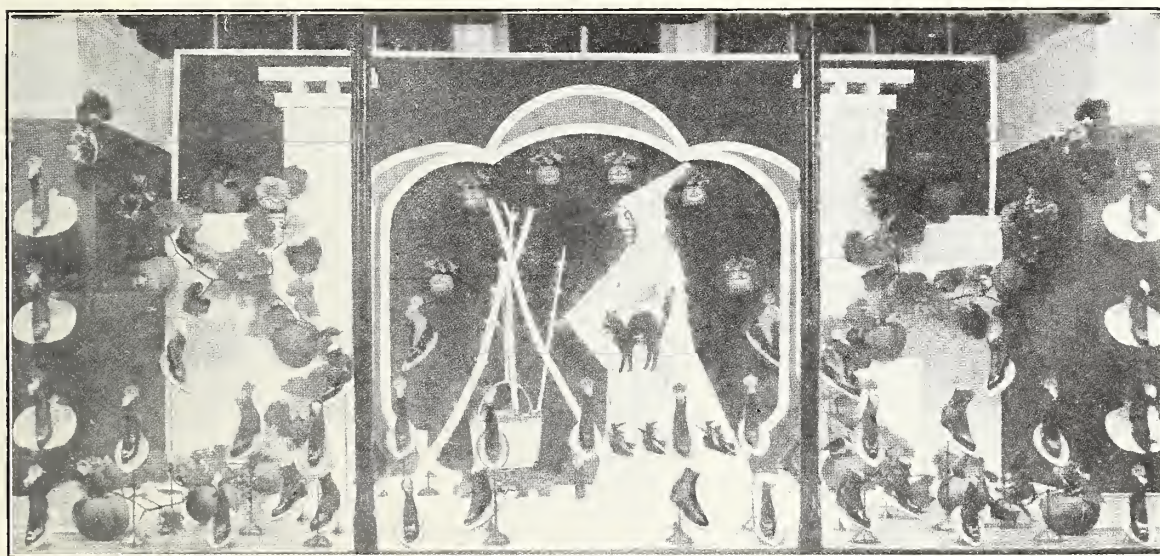
The improvement of the show window and its adaption to the purpose in view is occupying considerable attention at the present time. Dealers realize that they have a valuable asset in their store windows, and one of which it will pay to take the greatest possible advantage. In some exceptionable instances, where the store space is limited, the dealer may have to do the best he can with the window as it stands. Usually, however, it will pay to add a few feet to the window space, as the dealer will gain just so much space for the direct display of goods. Sometimes the store may be extended by taking in space at the back. In other cases a mere

to furnish from time to time suggestions for the remodelling or construction of various styles of windows, bringing the idea of best appearance combined with greatest economy and best use of space.

The essence of a good window display is in its seasonableness. The display of seasonable goods in harmonious surroundings has an effectiveness which is practically irresistible to the public. The present season is a most suggestive one and offers an almost unlimited number of ideas to the progressive window trimmer. The beauty and variety of fall flowers, the changing colors of the leaves, the

## Improving the Store Window

## Seasonable Window Displays



Suggestion for Hallowe'en.

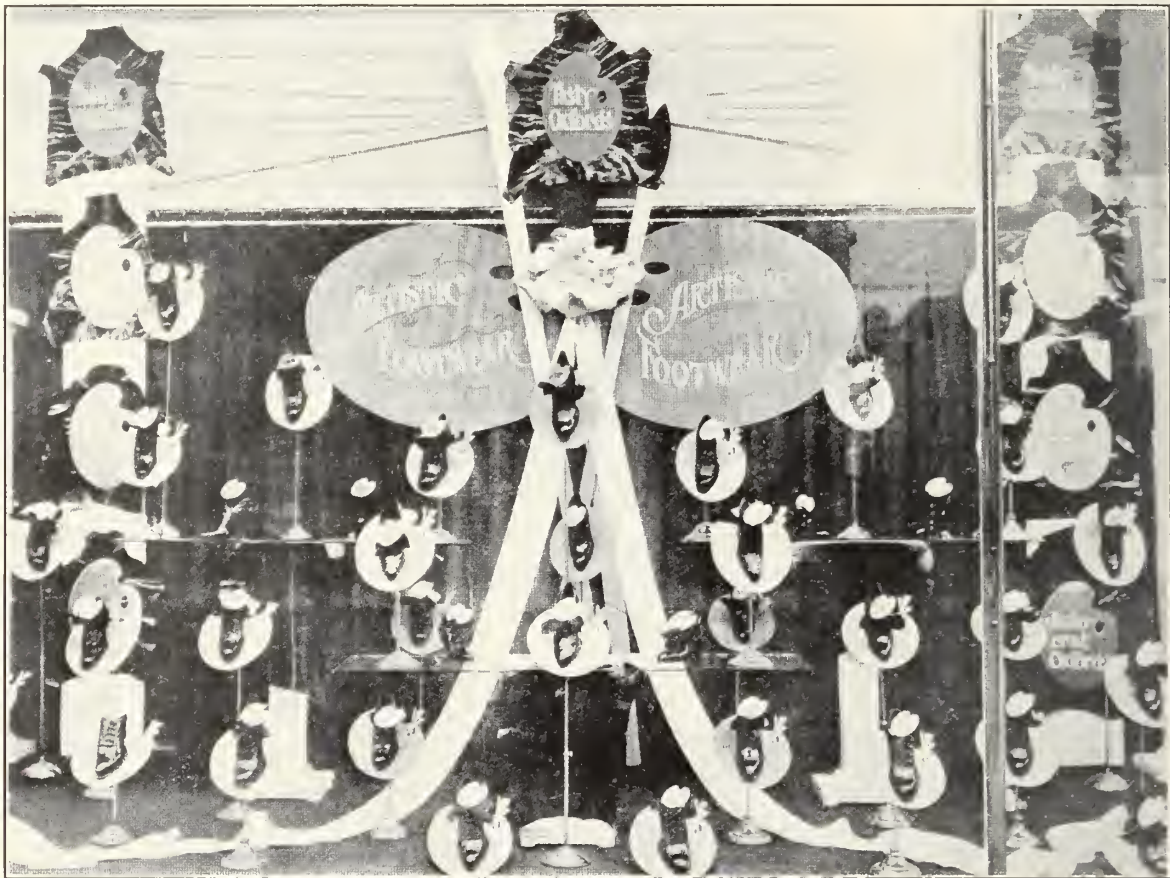
remodelling or rearrangement of the existing window space will improve appearances and give greater conveniences for the display of goods. In any case the shape of the window must conform to the kind of goods to be displayed. In the cut shown the windows, as indicated by dotted lines, were found to be unsuitable for footwear and were remodelled into the form shown by the heavy lines. The latter plan gives more linear window space and allows a closer view of small articles like boots and shoes. The dotted space would give an excellent window for furniture and house furnishings. For bakery or confectionery products a shallower window than in either case would probably be desirable. The Journal proposes

fall fruits and grains offer material or suggestions in great variety. Artificial flowers are the most satisfactory, as a rule, for window decoration, as they last longer and may be put away for future use. A striking, as well as handsome window, suggestive of fall or after harvest, was recently put up by the Emmett Shoe Store, Yonge Street, Toronto. This was dressed by Mr. Chisholm. This window was not only most attractive in appearance, but was of inexpensive design, a feature of importance where displays are to be changed at frequent intervals. The background was divided into frieze, and a lower section of somewhat greater depth. The frieze portion was formed of an oblong frame of wood, about 7 x 3

ft., stained a dark walnut or fumed oak color. Over the back of this was stretched a piece of canvas or other material. Inside of the frame, and leaving a wide margin all around, was a handsome section of high class wallpaper frieze representing a harvest landscape. The margin between this and the frame was thickly covered with grains of wheat glued to the backing material. The lower and larger section of the background was divided into three vertical panel-shaped divisions, the middle one being the largest. The divisions were marked off by upright strips, also stained a dark brown. These panels, like the border around the frieze, were also covered with wheat. In the centre portion was a row or layer of

card of an oval shape completed the decorations. This was in colors and had a grape leaf and cluster at the top. The window was much appreciated and attracted a great deal of attention. The Hallowe'en window with the witch and cauldron in the centre was dressed as follows:

The background was black with the two ends in light brown. The framework and trimmings were white. This part of the setting was mounted on a platform 3 inches high. The scroll work in the middle was white filled with pumpkin colored cloth. In front of the framework was a tripod painted white, from which was suspended a kettle also in white.



An artistic window display.

wheat stalks, getting shorter towards the middle and held in place by a narrow strip of stained wood. Immediately in front of this panel was a tall and slender sheaf of wheat resting on the floor of the window. The side panels had a couple of wisps of wheat crossed against the background in the upper portions. Below these were rows of standing wheat, longer at the outside and shorter towards the centre of the window. The side rows were lower than that in the central panel. The rows of standing wheat were suggestive of the edge of a wheatfield. The floor of the window was composed of grains glued to a ground of canvas or similar material. There was an outer border of buckwheat all around, and an inner portion designed with wheat and oats. A handsomely designed show

The kettle was filled with transparent green gauze under which was an electric light that gave an odd effect. Under the kettle was a real fire effect produced by charred logs and electric lamps combined with flame colored tissue paper. The figure with the skeleton face was also equipped with electric lamps. Jack o'lanterns with bats over each were also lighted up with electric lights inside them. Large yellow pumpkins with vines were arranged about the floor and framework in a natural way. The price tickets were cut out and colored to represent small pumpkins and the shoe stands were painted a pumpkin color. The large sign bore the words "Bewitching Footwear." This window was decidedly striking and attracted much attention.

# Rubber Footwear

Trade conditions in the rubber realm continue about as last reported in our columns. The factories are busy completing fall orders. The approach of the usually unsettled fall weather has created a slightly increased demand for rubber footwear. The uncertainty respecting what may happen in the near future as far as prices of rubber footwear are concerned, is giving no little anxiety in some circles. With the multiplying of factories and the keen competition which obtains, there is a lurking suspicion in the minds of some that a decided break may occur which will throw the rubber trade into a state of demoralization. The gathering cloud which in the minds of some portends a coming storm may pass in the presence of a saner second thought, and there may be no "slaughter prices" to face.

In response to a call sent out by Mr. Chas. E. Young, the shoemen of Rochester, N.Y., met to discuss rubber prices. The gathering included the vast majority of the dealers of the city. In calling the meeting to order Mr. Young said:—

"I wish to assure you, at the outset, that I have not asked you to come here to-night to agree to anything, to join anything, but just to 'get together.' No one has any axe to grind. Whatever is said should be said without animosity. You will soon see that you are not half so bad a bunch as you thought you were. The wholesale prices of rubber boots and shoes are higher to-day in view of the high cost of crude rubber than they have been for 30 years. In view of this the tendency will be for some people to buy cheap rubber goods. Right here is where your ability as a salesman comes in to sell them good goods. The best rubbers are the cheapest in the end and no customer will begrudge you a fair profit on your merchandise, because you cannot continue in business if you cut your profits below your expense of doing business, and we all know that shoe dealers' profits are small enough at best. In order to get the matter before the meeting, Moses Vaisey moved that the suggested rubber list prepared by Mr. Young be informally adopted. The motion prevailed, and was followed by interesting discussion. Mr. Meyer, president of the Retailers' Association, suggested that children's petite rubbers be sold for 50, instead of 55 cents. He thought it would increase their sales. It was suggested that children's and misses' storm rubbers be

placed at 5 cents higher than the price suggested, which would make the retail price of misses' storm rubbers 70 cents and children's 60 cents. For a time this seemed to be a wise thing to do and the meeting adopted that schedule. Later this action was reconsidered, when Frank L. Armstrong, of Eastwood's, and until recently of Coward's shoe store, New York, stated that the largest New York dealers had decided on the price of 65 and 55 cents respectively. The original suggested prices were then adopted.

The crude rubber market is just about as uncertain as a horse race at the present time. The decline noted in our last issue has gone on throughout the month, the lowest figure reached being \$1.35 for up-river fine Para. The market is quiet even at the low prices quoted. Whilst all kinds of guesses are made as to the cause of the decline, yet no one seems to have any set opinion as to just why such a drop should have taken place. With the opening of October the market somewhat recovered itself, and prices began to slowly ascend until the 50's were reached, but the market seems to lack stability, and it may soon lose the ground it has regained. It is hinted that English capitalists have lost considerable good coin of the realm because of the fickleness of the market. It is reported that the attempted corner has proved a boomerang, which has returned with disastrous results upon the heads of the promoters. As to the outlook no one cares to venture an opinion. There are those who believe that lower prices will be reached, whilst others contend that the present slump will only be of a temporary character. One thing is certain, and that is that manufacturers will hail with satisfaction the lower prices, for in very few instances have they been able to advance their prices in keeping with the abnormal advance of the crude market.

A correspondent of the India Rubber World has the following to say of the rubber trade in Great Britain:—"It goes without saying that the fall in price of raw rubber during July and August proved very welcome to the trade, whatever may have been the case with investors and company promoters. Although in some cases reductions in the price of goods have been made, this is by no means general. There is plenty of rubber yet to arrive at the factories bought at 2 or 3 shillings a pound more

## Market Conditions

## Rubber Trade in England

than the price of to-day. A fact which buyers of rubber goods do not always recognize is that rubber manufacturers do not carry their business from hand to mouth, but are bound to buy far forward delivery, to a great extent at any rate. Another point is that when prices are raised by the manufacturers this rarely occurs until profits have been considerably curtailed, so it is only reasonable that a corresponding time should elapse before notices of reduction in price are sent out to customers. Of course the price of rubber is still high enough to curtail consumption and there is little doubt that a further drop of a shilling or two would result in a considerably increased demand for goods. It is not only the man who wants a new macintosh who has decided to wait for a fall in price; such large and important customers as the government department have sent out their orders as sparingly as possible. Considering all the circumstances it is somewhat surprising that the reports of such manufacturing companies as published their accounts have been so satisfactory. In referring to this in conversation recently with the general manager of an important factory, he said it was true that they had maintained their dividend, but that this had only been possible by the most strenuous application to business. He personally had had the hardest time of his thirty years' experience, nearly every order having to be carefully gone into and calculated and re-calculated times without number. To touch on another matter, though of course one cannot say what will happen to the raw rubber market next year, those firms who have contracted to purchase plantation fine at 12 shillings per pound for 1911 delivery, must feel in rather an awkward position. On the contrary, it is not surprising that the plantation companies whose output has been sold a year ahead at 12 shillings are congratulating themselves all the more since the fall in value below the Brazilian product.

Mr. A. T. Saunders, of Chicopee, Mass., in a letter to the *India Rubber World*, says: "At the risk of being classed with the chasers of the "rabbit weed," the writer would direct attention anew to the common milkweed as a possible source of rubber. Ten years ago I gathered a sufficient quantity of the latex to yield upon inspissation something over 2 grams of gum. No means of coagulation or curing were employed, the aqueous content being simply driven off by gentle heat. The pressure of other matters prevented an examination at that time and the investigation was discontinued. An analysis recently made of a portion of this ten-year-old sample showed a quantity of vegetable matter, resins, chiefly a white, crystalline resin resembling albane, and 20 per cent. of hydrocarbon. By the precipitation method I obtained 21 per cent. of hydro-carbon in character not unlike a combination of rubber and balata, with the qualities of rubber predominant. This extracted gum

has a specific gravity slightly higher than 1. It yields to the usual solvents of rubber, resists the same re-agents, so far as tested, softens somewhat at a temperature which softens gutta-percha, has elasticity not possessed by the latter, and, most important, is susceptible of cure. A bit of the gum rolled into a slender thread and subjected to the acid cure is extensible to five times its length, and upon release returns sharply. It is believed that the matter will repay attention. At least it offers to the student an interesting subject both for study and practice—opportunity to actually gather, coagulate and analyze a rubber-bearing latex. Special methods of treatment may be found to greatly improve results. The plant flourishes throughout a great part of the United States, and at this season is already flaunting its fat, rubbery-looking leaves, waiting to be milked. The proportion of hydrocarbon may be found to be larger than here reported, since oxidation to a considerable extent is not improbable in the sample tested, due to its age. Should results seem to warrant, the cultivation of the plant could offer no great difficulties. There is an interesting possibility of profitable by-products. The strong fiber of the stalk is capable of many uses, and the cotton of the seed pod might prove a substitute for ordinary cotton for some purposes. The character of the plant is such as to make the extraction of the latex easy as compared, for instance, with guayule. "Burbanking" might develop an improved variety which would repay planting if the present did not."

The following figures will be of interest, showing as they do the amount of rubber produced in the Amazon region for the last three **Amazon Rubber Production** crop years. It will be seen that rubber shows a decrease in production in the State of Para in 1909-10. The figures are taken from detailed reports by the imperial German Consul at Para:—

<i>State of Para.</i>			
	1907-08.	1908-09.	1909-10.
Rubber, tons .....	9,428	10,457	9,931
Caucho .....	857	1,070	1,130
<b>Total</b> .....	<b>10,285</b>	<b>11,527</b>	<b>11,061</b>
<i>State of Amazonas.</i>			
(Including the Federal territory of Acre.)			
Rubber, tons .....	16,771	16,587	18,685
Caucho .....	4,969	5,270	5,474
<b>Total</b> .....	<b>21,740</b>	<b>21,857</b>	<b>24,159</b>
<i>Republic of Peru.</i>			
Rubber, tons .....	3,407	3,176	3,900
Caucho .....	1,720	1,853	2,000
<b>Total</b> .....	<b>5,127</b>	<b>5,029</b>	<b>5,900</b>
<i>Summary.</i>			
Rubber, tons .....	16,771	16,587	18,685
Caucho .....	7,546	8,193	8,604
<b>Total Tons</b> .....	<b>37,152</b>	<b>38,413</b>	<b>41,120</b>
<b>Total pounds</b> .....	<b>81,905,300</b>	<b>84,685,300</b>	<b>90,653,152</b>



# Trunk and Leather Goods

No really radical departures are to be noted in this line, though the influence of Parisian and other European styles are traceable. The metal top is still to the fore and is characterized, as a rule by very ornate designs. Such materials as pearl, ivory, tortoise and various metals are used quite

## Fall Styles In Hand Bags

siderable distance from the frame, the arms curving gracefully. A revival of the old hinged clasp, which fits snugly over both sides of the frame, is to be seen in many high class productions. Fitted bags are plentiful and conform to the tendency in favor of large styles, though in some localities smaller styles may occasionally be found in favor. Much variation is to



Styles in Hand Bags.

freely in imported lines, the frames of the latter being for the most part plain and flat, the embellishments being mostly applied. The ball snap fastener is very largely used and is sometimes extended to a con-

be found in shape, though deep bags with widely opening frames are used with fitted lines. Some deeply oval types, somewhat like the balloon style of former seasons, are also to be found. These open

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LEATHER**

**FINE WAX SPLITS** In Calf, Kip and Sides  
For Domestic and Foreign Trade

HEAD OFFICE AND TANNERY  
**OSHAWA**

EASTERN OFFICE AND WAREHOUSE  
VICTORIA BUILDING  
VICTORIA SQUARE  
**MONTREAL**

**CANADA**

widely and are fitted with heavy metal frames. The leather strap handle is used almost to the exclusion of other styles, although the cordeliere is also found. The latter idea, which was first introduced in the spring has had a much greater popularity than was at first anticipated. Cheaper and medium grades are now being fitted, with cord handles. Fabrics, at present, are considered a strong competitor to leather. Among those used are velvets, Paisley cashmere and other high class textiles. Velvet hand bags are said to be extremely popular among the fabric designs. This no doubt conforms to the vogue for velvet in street costumes. As a consequence we have bags in black, red, green, blue and other colors to match the gown. Bags with extended sides which conceal the frame are being shown in considerable variety. Novelty leathers have so far not appeared in large numbers, owing perhaps to the fact that makers have skinned and imitated nearly everything in creation. Tapir calf in various delicate shades, mottled pig skin, colored seals and walrus is being shown. Russia dice calf, a fine imported leather, is seen in the best productions. Mentone is another name for fancy calf similar to Tapir.

For colored Russia leather a fat-liquor of sulphated oil is recommended. The leather may be given an application of the oil, then dried and colored and after coloring **Colored Russia Leather** it may be again run in a solution of the oil, then dried and finished. Leather that has a dark color from the tan should be cleared and bleached before it is colored, but leather that is clear and light-colored needs no bleaching, although it is advisable to drum it in sumac either after tanning and before drying or after the leather has been dampened for coloring. To color one hundred pounds of dry leather use eight ounces of titanium salts. Dissolve the salt in warm water and drum the dampened leather in the solution for ten minutes; then run the liquor out of the drum and put in the solution of aniline dye, and after running the leather in this until it is colored, wash it and fat-liquor, or re-fat-liquor it and dry it for finishing. This process of coloring with titanium salt and fat-liquor with sulphated oil produces fine colored leather.

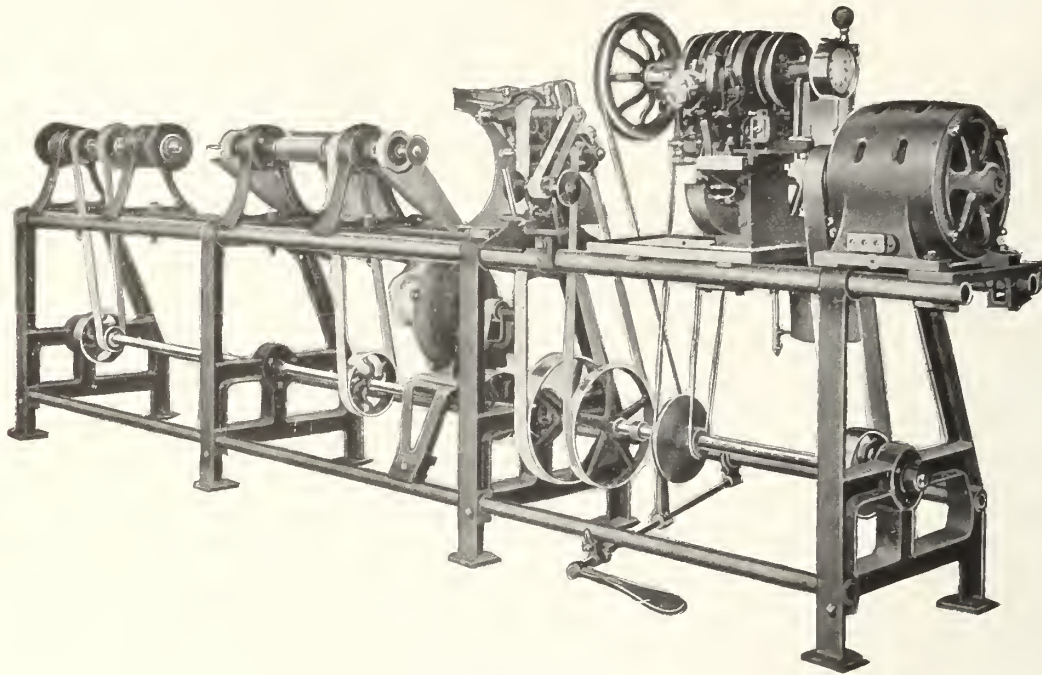
A case is at present pending in the Superior Court which will be of interest to Canadian travellers everywhere. The case resolves **Must Baggage Go With Passenger?** Itself into the question: Is a transportation company compelled to convey checked baggage by the same boat or train as the passenger. The question is before the Superior Court in a suit taken against the R. and O. by Chas. Saunders, of Montreal. Mr. Saunders has a commercial traveller in his employ who travelled by one of the R. and O. boats from Chicoutimi to Quebec. Before leaving Chicoutimi, he checked a valise of samples to Quebec. The valise,

however, did not reach Quebec till nearly a week after the passenger. Mr. Osborne then claimed \$150 damages from the R. and O. on three main grounds: (1) that he had been compelled to pay the Quebec hotel expenses of his traveller, while waiting for the arrival of the samples; (2) that he had to pay the man's salary during the same time, and finally damages are claimed for business alleged to have been lost. The company have inscribed in law asking that this declaration be set aside. It is urged on their behalf that a ransporaion company is not compelled to carry checked baggage by the same boat or train as the passenger, and that delay in delivery of the baggage is not a good ground for damages. To this, the reply is made that the baggage must be carried either at the same time as the passenger, or within a reasonable delay.

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CANADIAN SHOES IN ENGLAND—"From the Yorkshire Post comes the rather amazing information," says the Montreal Herald, that a Canadian boot manufacturer is preparing to invade the British market. It is, of course, no novelty for American boot producers to sell boots in Great Britain; there was a time indeed when the immense advance in styles shown by the American firms over the English boot output threatened to divert a large share of the trade to the foreigners. It is, however, stated, apparently with good reason, that the British manufacturers have lately learned the lesson that appearances are not necessarily incompatible with wear, and that the American sales are being rapidly reduced. Nothing would more profoundly gratify Canadian pride than the spectacle of Canadian shoes entering the open market of Great Britain, provided only that we could be assured that they were doing so on a natural economic basis. Unfortunately, whenever the product of highly-protected trade invades an open market, there always rises a suspicion that things are not just what they should be, and that the famous process known as "dumping," so beneficial to the manufacturer and so unsatisfactory to the consumer, is at the bottom of the mystery. American manufacturers have been able to "dump" in Great Britain with considerable freedom, because the high-tariff fetish is so powerfully entrenched in their own country that the American consumer scarcely resents paying five dollars for what he sees being sold in England at two-and-a-half. The Canadian consumer is considerably more sensitive, and it would not pay for any Canadian manufacturer to sell below the Canadian price in any foreign market unless he can cover his tracks, for the reason that he would run the risk of an imperative demand for lower protection on his product. If a Canadian shoe manufacturer can sell shoes in England at a profit over his average cost of production, he is performing something rather like a miracle, and moreover, there ceases to be an obvious reason why he should be protected in Canada. If he merely desires an elastic market in which he can dispose of surplus goods at some sort of price without breaking the price in his protected market—if in a word he is "dumping"—then he is pursuing a policy which has very little sympathy in this country. The Canadian idea of Protection—the idea entertained by the great mass of the people—does not include an artificial maintenance of price in times of surplus output, by sending goods out of the country at prices below what are charged within it. If a Canadian manufacturer puts out more shoes than he can sell to the people of Canada at current prices—shoes manufactured in a factory built up by the protection accorded by the people of Canada—then he should first of all lower his price to the people of Canada. It is not meet to take the shoes or the coats or the selfbinders of the children of the house of Protection and give them to free-traders."

## GOODYEAR SHOE REPAIRING OUTFIT



**MODEL A**

**T**HIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

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# Fashions in Footwear

By this time most of our readers will have had an opportunity for a glance at least at what the new season has developed in footwear for the spring and summer of "1911." It seems strange with the last breath of summer to be discussing the possibilities and probabilities of its distant successor, but such to-day is business life. The seasons not only follow in rapid succession, but actually infringe upon each other, as almost to bewilder one. In the shoe business, for instance, we are not through ridding the shelves of their summer burdens, when along comes the traveller with his range of tempting models for another warm weather season. Time was when the first of the year was considered early enough to show spring lines; to-day August sees some lines of shoe samples for the following spring and summer, completed and ready to place before not only the jobber, but retailer. It was once argued that it was quite impossible for a dealer to form any adequate conception of his requirements so far ahead, but now it is pretty generally conceded that, when the results of the finished season are fresh in mind, the buyer is in a better position to consider the possibilities of the following corresponding one. Be that as it may it is a fact worth considering that the largest and most successful buyers are ready to order early and the fact that, notwithstanding the frequency of traveller's visits, placing orders are to-day larger than ever before speaks volumes for the early opening of the season. As for the manufacturer, it is admitted that it is of considerable advantage to him, and undoubtedly to his customers, to have in hand as early as possible orders for the approaching season. He knows where he is at and customers are more apt to get what they want when they want it.

To briefly epitomize the features of the coming season's showings, it may be said that plainness, serviceability and simplicity of construction characterize them very largely. Plainness is carried almost to an extreme, using tips, fancy facings and fancy edges being tabooed. Tips are straight, vamps are shorter and even the soles are no more blackened and burnished.

Bals predominate, although Blucher cuts still retain a good deal of their popularity. There are a few changes in lasts. In men's wear the military heel seems to be accorded the place that the Cuban in women's shoes had held for so long. In women's wear high cut shoes are increasingly popular, and while oxfords are shown in goodly numbers, the variety is not as wide, and there seems to be a tendency to-

wards pump effects. Intricate patterns of all lands are seemingly down and out.

French tops of the curved variety are also out of the running, and although high cuts are still largely used, straight tops are the vogue. Collar effects are used, mat kid or Russian pony shoes being largely used for the purpose.

During the past couple of years there has been a steady development of McKay sewn goods of the better class, and in the coming season's samples will be found a number of very creditable lines in high class leathers and models that can scarcely be distinguished from welt goods.

In materials there is very little new to report. In both men's and women's lines box calf, velours, willow calf, patent calf, colt, and vici kid, hold strong places. In tans the straight tan is found almost exclusively, chocolates and colors being discarded. A novelty in men's and women's is tan patent, a few lines being shown in each. The passing of the black bottom has created some difficulty in the matter of sole stock.

So far business is reported as excellent by travellers out with spring lines. In some localities in the West where the crop results have not been quite up to the mark there is a tendency towards hesitation, but as a rule wherever samples have been shown orders are larger than usual for this time of the year. Everything points to an early and much more extensive season than ever before, and while undue expansion is to be guarded against, it is fairly safe to assume that with the results of the years' agricultural and industrial operations showing such a handsome advance upon the best years, there ought to be good business ahead.

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GUESSING CONTEST—During the Canadian National Exhibition the Weston Shoe Co., Limited, of Campbellford, had their spring samples at Toronto and held a novel contest which aroused a good deal of interest. Ten prizes were given for the ten shoe men most successful in choosing out of their one hundred and twenty spring lines the most popular twenty-four. The one who stood first, Mr. C. Lee Casselman of Chesterville, chose nineteen correctly out of the twenty-four, which is surprisingly good, and shows excellent judgment on his part. The following came later in the order named: B. Brown, Crediton; J. J. Butler, Haileybury; W. E. Halpin, Smith's Falls; Geo. Mills, Norwood; J. McClennan, Palgrove; W. Williams, Acton; W. G. Monct, Port Perry; W. G. Pink, Toronto; R. J. Drysdale, Hensall. There were no restrictions. The contest was open to any in the retail shoe business. The samples were much admired, especially the new Columbia and Alberta lasts, and it looks like big business for the coming season. Messrs. F. J. Sharpe and W. L. Wallace are now booking orders for spring delivery.

# The Fellow Who Tries to FORCE the Retailer

\* By R. R. SHUMAN

You know him, Mr. Merchant.

He's the fellow who spends a hundred thousand dollars in the nickel weeklies and ten-cent magazines in order to influence the consumer, and forgets all about your own trade paper.

He's the fellow who leaves you little or no profit between the price he or his jobbers charge you and the advertised price at which you are forced to sell.

When you find these two policies together you will *know your man* and get a correct measure of what he thinks of you and what he would *do to you* if he could.

Don't make the mistake, though, of condemning, off-hand, every manufacturer who spends a lot of money in the consumers' publications.

Publicity-advertising is a good thing for you, provided the manufacturer doesn't make *you* pay for it out of the profits you should have, but don't get.

Publicity-advertising, plus a proper profit to the retailer, is a strong selling program, provided the connecting link—the trade paper campaign—is as strong as the rest of the chain.

But when this link is neglected, or omitted altogether, you are safe in reaching one of two conclusions:

Either the manufacturer deliberately plans to *force* you to handle his goods, or he is being led unwisely by some advertising agency that advises



The "Consumer Bludgeon"

against the use of trade papers, because (though he does not give this reason) the trade papers that amount to anything refuse to pay commissions to advertising agents.

How often do we hear the contemptuous expression when we tell a manufacturer that he can reach the retailer through our columns:

"Reach the retailer? We don't *have* to reach him; he has to *come to us!* The public will see to that."

Suppose you do have to stock a widely advertised, low-profit brand of goods to satisfy the clamor while the "consumer" advertising campaign is at its height; you don't buy very much more than you have to, do you?

He has *neglected* the only paper in the country that is published for you and in which he could explain to you the merits of his product that no doubt really do exist.

When one big "consumer-advertiser" was told that he wasn't giving the retailer a living profit he replied:

*"The only way to keep 'em good  
Is to keep 'em poor."*



"Keep him poor"

Of course, he meant that it was not safe to give the merchant a living profit for fear he would cut the price.

It is not only a good guess, but also a fact, that that manufacturer refused to advertise in the trade papers. Why should he? He didn't look upon the retailer as his friend.

*But how he did love the dear public!*

So you see that by reading between the lines you can study *character* as well as merchandise in the advertising columns of this paper.

While not being so unreasonable as to believe or state that none of the many manufacturers who do not use our magazine are in sympathy with your trade newspaper or with you it is a pretty good guess that those who are advertising in our pages recognize that you are progressive enough to read the magazine and to keep on the lookout for everything new that is produced. You must take it for granted that the body of men who go out of their way to talk to you—as they *must* do in advertising—are those most pleased to have the opportunity.

\*[Mr. Shuman knows what he is talking about, for he has been a heavy buyer of trade paper space during the past 18 years; and he has made it pay so well for the firms whose business he has handled that he is making trade paper copy his life work. He may be addressed care of this paper, or at 440 Wells Street, Chicago.—EDITOR.]



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Bends  
Backs  
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Top Lifts  
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Leather. "Cuts like cheese and wears like iron."**EAGLE**—Union Tanned Stock, mellow, close grain and strong fibre.  
Just what the trade now wants.**LISTOWEL**—Non-acid, a favorite brand.**TAP SOLES**—None better.

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FACTORS**CASH ADVANCED  
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Cable "HIDES," Leicester.

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**LEGGINGS**We would direct special attention to the marked quality of our Leggings.  
There is nothing to equal them upon the market. Best material. Best  
workmanship. Best service.

OUR PRICES ARE RIGHT. ORDER NOW.

**THE R. M. BEAL LEATHER CO., Limited**  
LINDSAY, ONT.



# Leather and Findings

The hide market is very quiet and prices have receded during the month. There are comparatively few hides coming in, although there are sufficient to about equalize the demand. There are no accumulations, and the warehouses are pretty well cleaned out. It is reported that one dealer dropped considerable on several carloads which he had been holding for an advance, but which in the end he was compelled to let go at a much lower rate than that at which they were purchased. The bottom seems to have been reached, and when a change takes place it will in all probability be of an upward tendency. Tanners are maintaining an indifferent attitude and are not inclined to anticipate their needs by laying in stocks.

## Hide Conditions

Another good month has been experienced by the leather trade. There has been very little by way of change in prices, and on the whole the transactions reported have been of a most satisfactory character. The feature since last report has been the improvement in the export business. Although not large, yet the inquiry is regarded as a very hopeful omen. The boot and shoe manufacturers have been purchasing more freely and the general tone of business is much improved. Sole leather has sold well in the light and medium weights, both in oak and hemlock tannage. The sales of patent and colored leathers is keeping up to the average, which speaks well for the continued popularity of these grades. Fancy leathers in the various finishes have commanded a steady sale for the various uses to which these leathers are put. The trade throughout the West is reported as in splendid shape. Collections are better than last reported, the bountiful crop in many sections having had a most beneficial effect. The outlook for the leather trade of

## Leather

Canada was never better, the indication being that there will be continued business on a firm price basis.

A Bermondsey report says:—"The absence of anything in the nature of speculative business is a feature of the leather market just now. The cautious attitude of buyers, which has been noticeable during the past few weeks, is still very pronounced. It is possible, however, to record a little improvement in trade since my last report. There has been more inquiry in most sections, and a good number of sampling orders have been received. This, at any rate, is more satisfactory, and holds out the promise of greater activity in the near future. As regards the present every-day trade, the quantity of leather going into consumption is only moderate, and although in some quarters merchants are very well satisfied with the turnover they are doing, the opinion generally held is that the market, taken all round, is quiet. The present certainly appears to be a good time to buy. Manufacturers who come into the market now will be able to obtain supplies at lower rates than will be possible in a few weeks' time. A little more activity would serve to give a stiffening effect to the market, and a reaction to firmer prices would soon take place."

## English Conditions

Whilst willing to admit that great advancement has been made in the process of chrome tanning, yet there are many who still claim that oak tanned sole leather is far superior to anything yet produced by the chrome method. It is a mooted question in the minds of the advocates of the old and tried methods, whether the more modern methods will ever supersede them. In an editorial on

## Future of Chrome Sole



## "MOENUS" MEASURING MACHINE

is the **WORLD'S STANDARD** Machine

MOENUS MACHINE WORKS, Ltd. Frankfort o/M, Germany

# **A Business Talk to Canadian Glove Manufacturers**

Up to the time we commenced operations in Glove Leather, it was impossible for you to buy fine leather of this description which was Canadian-made, and equal to the best imported.

All of the finest leathers you were using were made outside of Canada. Most of them came from Gloversville, New York State, which produces, at a conservative estimate, 75 per cent. of this class of goods made on the whole American Continent.

Our Glove Leathers are equal to the best made in Gloversville, or anywhere else. They are made under the direct supervision of our Mr. C. J. Smith, who thoroughly learned the business in Gloversville, and who is a Specialist in this line of work, with twenty years of successful experience behind him.

Our Workmen were all especially chosen for their skill. Most of them learned their trade in Gloversville.

We have a splendid buying connection, and by paying "Spot Cash" and buying in quantities, can lay down our Raw Material as cheaply as any of the manufacturers on the other side.

You will gather from the above that we should be able to save you money in your buying. We believe we can.

Don't you think it would be "Good Business" to put our lines in your 1911 samples ?

Write or call upon us when you are open to buy. A trial is all we ask.

**NATIONAL LEATHER CO. of Canada, Ltd.**  
**TORONTO, - - - CANADA**

"The Future of Chrome Sole Leather," the Shoe and Leather Reporter, of Boston, Mass., says:—"In 1894 an eminent French authority published a report on the future of chrome leather. In this report emphasis was laid on the unsuitability of chrome leather for the needs of the shoe manufacturer. While it was conceded that for mechanical purposes, as belts, straps, etc., there might be some application for the mineral tannage, its imperviousness and non-porosity absolutely precluded its use for shoe uppers. How far from the actual development this prediction came requires no exposition. It certainly points out, however, the hazard of prophecy, especially of negative prophecy. The man who made this erroneous prediction knew individually far more about leather than any of the workers who finally produced the splendid chrome shoe leather we know to-day, but he underestimated the power of collective and accumulative experiments. In the case of chrome sole leather most of the prophecies have been directly contrary of the one which reference has been made. They have not been negative, but have erred on the side of being over sanguine. It is natural to the imaginative to reason from analogy, and when one has seen the chrome process applied successfully, first to goatskins, then to calf and sheepskins, then to the grain split from cowhides, then to both the grain and split or the whole hide as desired, it requires only small effort for the imaginative to foresee the almost complete replacement of the older vegetable tanning process by the newer and quicker chrome process. While there is already an established and growing industry in chrome sole leather in this country, the business as yet has hardly extended beyond what may be termed the specialty stage. The first chrome sole leather that was made was soft and unfilled; this found a market as a sole for gymnasium shoes. It could not compete with the rubber sole for out-door wear as it was too slippery when wet. Gradually the problem of suitable filling material has been attacked, and now it is believed this is fairly well solved. The reports of the wearers are beginning to come in, and come in volume. The verdict seems to be favorable. Months ago it was pointed out in our technical columns that the question of chrome sole leather was a question of filling, that considered as a leather, i. e., a combination of tanning agent and hide substance chrome leather was much more permanent than vegetable tanned leather, because the chrome-hide substance combination is practically insoluble while the tannin hide substance is not. We all know that

in nine cases out of ten the life of a pair of shoes to-day depends on the durability of the sole. When the public learns of the chrome sole leather which will wear two or three times as long as the best oak sole, this it has been claimed has already been accomplished in a few experimental instances, the demand for chrome sole leather will be tremendous. We believe that at present there are still some unsolved problems both in the tanning and the filling of the chrome soles, but we believe great progress is being made and that the subject is of so much importance that all tanners of heavy leather should be considering it. The answer may be made that a few years ago it was predicted that chrome tanned belts would replace the oak-tanned belt leather and that practice has not confirmed this prediction. This is true, but chrome belts have replaced the oak-tanned where moisture is to be contended with, and in the wearing of shoes moisture is always a very large factor.

SHOE TRADE IN LATIN AMERICA—The position of the Uruguayan shoe industry is an unprogressive one. Venezuela has only two boot factories equipped with machinery, the requirements of the country being largely met by the output of the hand shops; the Venezuelan Customs duty is nevertheless prohibited. In Peru modern shoemaking is practically unknown; that this country offers a good field to foreign boot and shoe exporters is beyond question. In the Republic of Panama there are no shoe factories; the United States article predominates in this market. In Mexico the boot and shoe industry is in its infancy, the modern equipped factories numbering thirteen at the present time. The industry is protected by a high tariff, but notwithstanding this fact the importation of boots and shoes is not seriously restricted. In Cuba shoe manufacturing has never seemed to prove a profitable industry. There are three factories on the island, but the total import trade in boots and shoes amounts to about £800,000 annually. With the exception of Cuba, where practically all grades of shoes find a sale, nothing other than a high-grade article should be furnished. Only the latest and best styles should be sent to South American countries. The growth of shoe manufacturing and the general introduction of modern machinery and methods is creating in South America a market for upper leathers of high grade. It would appear that the prospects for the development of this business are of sufficient importance to warrant special study by foreign leather exporters. There are no insurmountable obstacles to be encountered in the South American trade. It should be borne in mind by the Anglo-Saxon exporters that the buyer is a Latin, and that so far as customs, ideas, business methods, etc., are concerned, the Anglo-Saxon and Latin races are very different. The proverbial old Spanish courtesy obtains in business, as well as in social relations, and the short, curt, business letter does not find favor with the Latin-Americans. The salesman who undertakes to sell foreign goods in Spanish America should not only speak Spanish, but should know something of the people, their customs, and social as well as business ideas.—*Board of Trade Journal.*

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## NOTES ON CHROME TANNING.

By William M. Morris, consulting Chemist, republished from the September issue of the Journal of the American Leather Chemists' Association.

It is much to be regretted that most leather trade chemists have devoted their attention almost exclusively to tannin determinations. An immense amount of literature has been created and controversies waged, sometimes warmly, for the last twenty years. Very probably before a system of tannin determinations has been developed which will suit everybody, the chemists, tanners, and vendors of tanning materials, it will cease to be a matter of much importance how much tannin the various vegetable products on the market contain, as by that time all hides and skins of every description will be tanned with chrome. The process of chrome tanning as conducted to-day is almost entirely empirical. It has been developed and brought to its present high state of efficiency by the glazed kid manufacturers of this country, an exceptionally energetic and progressive body of men. Starting with the process of Schultz, through long experimenting and trying out of different quantities of the various chemicals employed, they have succeeded in producing a leather far superior to anything heretofore made, and fame and fortune have rewarded their efforts. Still they have been severely handicapped from a lack of theoretical knowledge as to what they are doing, the difficulty arising with dealing with undesirable results as they frequently developed from unknown causes and the difficulty in producing just the leather desired by their customers to suit the ever varying, ever changing demands of the market. Much time and money also have been wasted on experiments which by no possible chance could yield any useful result, but even so, the results they have accomplished have proved magnificent. A goat skin tanned in the good old fashioned way would be of no value. Chrome tanned glazed kid is the only thing; not only does it command the domestic market, but the foreign one as well. This year glazed kid will be sent abroad to a value of nearly \$20,000,000.00, but reliable statistics as to exports are wanting.

Mendeleeff, in his Principles of Chemistry, says:—"It must be observed that the chromates have not been sufficiently investigated." It also must be remarked that the chrome process of tanning has hardly been investigated at all.

When the manufacturer has his skins ready for tanning, they are weighed and this weight constitutes the basis of his subsequent operations, as all chemicals are used on a percentage basis as to the weight of the skins.

In the first place he is confronted with the question as to whether or not it is advisable to pickle his stock before tanning. In a prolonged contention over patents, one prominent and successful manufacturer testifies—"it is our regular custom to pickle all our skins previous to tanning." While an equally successful one states—"skins if pickled will be practically spoiled for chrome tanning." The pickle referred to consists of sulphate of alumina. I have seen stock about as near perfection as could be conceived of which was pickled before tanning and stock equally good with no pickle. At the present time pickle is rather in favor; say for 100 pounds of skins, 4 pounds of sulphate of alumina and 4 pounds of salt. Stock is treated to this for about an hour, then horsed up over night and placed in chrome bath the following day. The pickle is merely a preparation of the stock for the chrome bath. The alum does not remain in the skin and forms no part of the tanning process. The next step is the preparation of the chrome bath. This consists of about 6 per cent. of the weight of the skins of bichromate of potash, or bichromate of soda, and 3 per cent. of muriatic acid, 20 degrees Baume. The chrome is dissolved in boiling water and added to the water in the reel, about 650 gallons of water for 1,000 pounds of skins. We thus have 60

pounds of bichromate to 650 gallons of water, a little over 1 per cent. solution; 30 pounds of muriatic acid is added, and the bath is ready for the stock. It is immaterial whether bichromate of potash or soda is used. Bichromate of soda contain two molecules of water of crystallization and the corresponding potash is anhydrous. This difference is nearly made up by sodium, being a much lighter metal than potassium; 299 parts of bichromate of soda contains the same amount of chromic acid as 295 parts of bichromate of potash, a difference so trifling that it may be ignored. Bichromate of soda is a deliquescent salt which makes its use somewhat troublesome; still the manufacturers of this article have a much drier product on the market now and it costs  $1\frac{3}{4}$  cents less a pound than the potash salt. The reactions in this first step of the process probably take this course:  $\text{Na}_2\text{Cr}_2\text{O}_7 + 2\text{HCl} = 2\text{NaCl} + 2\text{CrO}_3 + \text{Aq}$ , although by no means complete. Now when the skins are introduced, they absorb this  $\text{CrO}_3$  and remove it from the bath, destroying the equilibrium of the solution. More  $\text{CrO}_3$  is formed and this goes on until all the HCl is extinguished by liberating the  $\text{CrO}_3$  from the bichromate. About enough acid is employed to break up one-half of the bichromate used so that an analysis of the liquor after the skins have been removed show it contains 30 pounds of bichromate, considerable salt and no acid, although spent liquors are by no means uniform. Acting upon this fact some manufacturers have restored this bath by adding 30 pounds of bichromate and 30 pounds of muriatic acid, thus bringing it back to what it was at the start, and saving one-half of the bichromate usually employed. After restoring the bath a few times, there is a large accumulation of salt and also of dirt, brought over by the stock from the beam-house, and as the bath was never exactly alike from day to day, the accumulation of salt making the stock too soft and spongy, this restoring process did not commend itself. Many manufacturers place the skins in this weak spent bath for a few hours and then in the freshly prepared one afterward, acting upon the well-known practice of vegetable tanners where stock is always placed in weak liquors first and then gradually in stronger ones. But the chemical characteristics of this spent liquor are such that it cannot be considered a weak solution of the first bath. There is little or no acid present and the skins have the power to absorb but very little of the chromium compound present. Their appearance and feeling indicate this; they are only slightly colored and somewhat swollen and tripey. If it is desired to use this bath, some acid should be added, say 1 per cent. of the weight of the stock. Then in the fresh bath use 5 per cent. of the bichromate and  $2\frac{1}{2}$  per cent. of acid, in this manner saving 1 per cent. of acid. This saving, however, is somewhat offset by the labor of entering and removing stock from this liquor and as it does not run uniform from day to day by any means, practical men conclude that all these spent liquors should be rejected and there is much to commend this view. Some tanners will dissolve the bichromate in a comparatively small amount of water, then add the muriatic acid and this mixture is then poured into the large amount of water in the reel. Others after dissolving the bichromate in the reel and adding acid, will let the solution stand for some time before placing the skins therein—all this to have some or as much as possible, reaction between the bichromate and acid before coming in contact with the skins. The reason for always using twice as much bichromate as the skins take up is obscure, although long experience has proved its necessity. Hydrochloric acid ionizes very freely in dilute solutions, and in such a very weak solution it would not exist as HCl but as H ions and Cl ions, and the activity or acidity of the acid would be very great, and severe on the skins. It is a well-known fact that the presence of a natural salt in the solution reduces the tendency of the acid to ionize and we must conclude that the excess of bichromate performs the function in this case of a neutral salt. We must make our theories fit the actual process in use and not indulge in crude criticism of a process which has taken years and a large expenditure of

money to produce. Stock is run in this first bath for several hours, then allowed to remain at rest over night. In the morning skins are removed from reel, stuck out and then dipped in a weak solution of hyposulphate of soda to which a little muriatic acid is added. After dipping, stock is thrown on a horse and allowed to remain for a short time before being placed in the second bath of the process. This bath consists of hyposulphite of soda in water, to which muriatic acid is added. The proportion for many years was 20-5, but recently the amount of hypo used is somewhat less, say 18-5, thus for 1,000 pounds of stock, 180 pounds of hyposulphite is dissolved in 650 gallons of water; the paddles in reel allowed to revolve, 50 pounds of acid added and the stock at once thrown in. The reactions here are somewhat complicated; the acid would at once attack the hypo, liberating hyposulphurous acid (thiosulphuric) which would be converted in a short time to sulphurous acid and sulphur. This reaction is apparent; the liquor remains clear momentarily after adding the acid but shortly a cloud of sulphur appears and the pungent odor of sulphurous acid is

liberate more sulphurous acid which will continue the reduction of the chromic acid in the skins until finally all the interaction between the chromium compounds and the reducing agent has ceased, and the desired insoluble compound, chromic oxide, is formed in the stock.

So the action of this step of the process is automatic and continuous. Stock is usually run for several hours in this solution, and then allowed to remain over night. Some chromic acid will wash out of the stock and be reduced in the bath to some greenish chromic compound, but after all the reduction process is over, the skins will take up the chromium compound from the liquor if allowed sufficient time to do so. The colors of the liquors is quite dark green at the end of the reduction, but the next morning much lighter, showing that the stock must have absorbed considerable of it. The large amount of sulphur present in this bath is somewhat objectionable and efforts are made to effect the reduction with as little liberation of sulphur as possible. Some tanners having the requisite amount of hypo dissolved in reel, take skins from the horse and drop in con-



A Christmas Window suggestion.

noticed. Now while there is enough water present to hold the sulphurous acid in solution, it does not do so, owing doubtless to the mechanical action of the skins and the rapidity of its evolution, an abundant discharge of  $\text{SO}_2$  is at once given off. This cannot be prevented, as a rapid reduction of the chrome is necessary at the start to prevent undue bleeding of the chrome from the skins. The sulphurous acid would act upon the chromic acid in this manner— $\text{CrO}_3 \cdot \text{Aq} + \text{SO}_2 \cdot \text{Aq}$  form at first  $\text{CrO}_2$  and  $\text{H}_2\text{SO}_4 \cdot \text{Aq}$ . Now we must have in the solution something to take care of the  $\text{H}_2\text{SO}_4$  (sulphuric acid) formed as otherwise it would combine with the  $\text{CrO}_2$  and form chromic sulphate  $\text{Cr}_2(\text{SO}_4)_3 \cdot \text{Aq}$ . That is to say, an aqueous solution of sulphurous acid acting upon chromic acid produces at first sulphuric acid and chromium dioxide and finally these last two combine to form chromic sulphate, a soluble compound which would wash out of the stock and leave it in a raw condition. The sulphuric acid formed is readily taken care of by having always a considerable excess of hyposulphate of soda present in the solution. Then the sulphuric acid will preferably unite with the soda in the hypo, rather than with the chromic dioxide, and

venient sized piles, then while one man adds the acid from one side of the reel, two men throw the skins in from the other side, hoping that the thiosulphuric acid first liberated from the hypo will act immediately on the stock before going over to sulphurous acid and sulphur. Others will use in connection with hypo, sulphite of soda, which is quite effective in reducing the amount of sulphur developed, while some do not use any hypo or acid at all, but rely upon a solution of bisulphite of soda to accomplish their work; in this last case no sulphur at all is formed. In adding acid to hypo solutions some successful manufacturers do not add all at once; where 50 pounds is the amount usually required, 35 pounds is used at first, then more, a little at a time—as the stock requires it, usually ending up by using less than 50 pounds. A workman examines the skins in the reel from time to time and judges from the feel and appearance of the stock as to when they require more acid, and how much. This man must have long experience and good judgment, as much responsibility is thrown upon him. This is the correct principle, give the skins what they require and no more. Set arbitrary formulas will not work in the chrome tannage owing

to the great diversity of raw stock which the tanner is obliged to work. An examination of the spent hypo liquor will show about 80 pounds of hypo with an undetermined amount of salt, sulphur, basic chrome compounds, etc., but no muriatic acid. About 50 pounds of the hypo would be decomposed by the 50 pounds of muriatic acid used, so we must assume that 50 pounds of the hypo has been used up by the sulphuric acid which as long as the reduction proceeds is being constantly formed in this bath.

When stock is removed from this bath, the tanning operation is complete and after being washed thoroughly in warm water is shaved and then subjected to the usual coloring and finishing operations. Owing to the fact that chrome tanned leather will stand any amount of washing with water without injury, being unique in this respect, some have hastily presumed that it would stand most anything except fire, but it is quite sensitive to the action of both alkalies and acids. In order to avoid too prolonged a washing, some use a small amount of alkali in the water. This is unwise, but in some cases necessary, as there is not sufficient apparatus available in some factories to continue this washing long enough to free the stock from acid. Skins should come from hypo bath as nearly neutral as possible and this reduction process should be so conducted to produce this result. As bichromate of soda and hyposulphite of soda are used in large excess, a few pounds more or less does not make much difference, nor need the tanner concern himself as to the strength or purity of these articles. The quality of these goods furnished the trade is good and well adapted to the purpose for which they are used. The strength of the muriatic acid, however, is a matter of the greatest importance as it first renders the chrome available and secondly breaks up the hypo liberating the reducing gases. The article of commerce is pure enough; traces of iron and other impurities present are of no consequence to the tanner. The carboys are marked 20° Baumé; this seems to me that it does not run under 20°. Among the many hundreds of carboys of muriatic acid I have examined in only one or two cases I have found acid under 20° in strength and this is doubtless due to the stopper of the carboy being displaced and some gas allowed to escape. Most of them run from 20.3° to 21.5°; now this means quite a difference in strength. The muriatic acid of commerce is HCl gas held in solution by water, at 20° Baumé 31.8 per cent. of HCl would be held in solution, at 21° 34.6 per cent., a difference of nearly 9 per cent. Tanners should insist upon obtaining muriatic acid of a uniform strength as many troubles might arise from using too much acid. Having determined the proper amount of acid to use, say on carboys running 20.3°, the next lot comes along 21° over 6 per cent. stronger and the tanner wonders what makes his stock inclined to "spue" or to crack. It would be an easy matter for the manufacturers of this article to produce a uniform product. Water is usually abundant and cheap. It is not practical for the leather manufacturer to test every carboy of acid and use it in the proportion of the HCl it contains.

Doubtless the manufacturer thinks that as he only guarantees acid of a strength of 20° Baumé anything more is a gift to the purchaser and he is in the position of giving, not only good measure, but more. But this gift to the tanner is most unwelcome and undesirable.

The chemistry of the process as set forth—The saturation of a skin with chromic acid as the first step, and a second and final step the reduction of this chromic acid to chromic oxide is rather crude to conform to our present conceptions of solutions and reactions. It would also be difficult to prove what the final chromium compound contained in the skin really is. It has been suggested that we form a chrome gelatine, or colloid, compound as the result of the first step, and as the result of the second step a reduced, insoluble, chrome colloid compound which constitutes leather—a theory which sounds well but no evidence whatever has been produced to support such a contention.

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# On the Road

## THE TRAVELLING MAN.

We folks who must stick in town till we're sick and  
who follow the regular grind,  
Each day like the last and the days that are past, the  
same both before and behind,

With breakfast at eight, neither sooner nor late, and  
the trolley at 8:21,

Then the desk by the wall till the shadows shall fall  
and we hurry back home with the sun—

Oh, we wish we were free, that some change there  
might be in this awful monotonous plan;

And in times such as these, when we're ill at our  
ease, how we envy the travelling man!

We walk the same streets and we tramp the same  
beats by the day and the week and the year,

In the same little town turn the same corner down  
till the same little office we near,

Seeing people we know ev'ry step that we go, each  
the selfsame, identical face,

And dining each day in the regular way right at noon  
in the regular place,

Seeing nothing that's new, neither mountain nor  
view, for never a stay-at-home can—

No wonder we long for the company and song and  
the life of the travelling man!

But people are queer on this crazy old sphere and, in  
spite of our envy and all,

I have heard from the lips of this man with the grips  
some statements remarkable fall:

"Oh, it's certainly great," I have heard him relate,  
"this glorious life on the road—

To wander alone with no home of your own and a  
gloomy hotel your abode,

To hurry to trains through the snows and the rains  
and to jump from Beersheba to Dan

In the midst of the night—oh, a constant delight is the  
life of the travelling man!

"Or you pause for a spell in a mammoth hotel with  
its halls and its lobby and dome,

With furniture fine and its lights and wine, all a  
deuced sight sweller than home.

You turn on the steam in your room and you dream  
of a cottage a garden amid

And, to cheer you a bit while you're thinking of it,  
comes the laugh of some other man's kid.

Of course you can go to a fight or a show, but you  
long, while the program you scan,

For the babe and the wife—oh, a glorious life is the  
life of the travelling man!

"It is true that you can chew up a dollar or two and  
there's meat and there's fowl and there's fish  
And electricians that throw a most radiant glow over all  
that the palate could wish,

But there's something you miss still in spite of all  
this, there is something you're hungering for—  
A maiden sedate who will pass you her plate and  
will ask her daddy for 'more.'

Although fancy, indeed, the surroundings and feed yet  
they aren't the pleasantest plan,

These parties of one—or, a riot of fun is the life of  
the travelling man!

"Good fellows you meet, now and then, who will  
treat, good fellows who mix and all that,

Who share in your cheer, who will share in your tear,  
who will lend you their dough when you're flat,

And there's once in a while that a dealer will smile  
when you call with your grips and your list

And will answer you square—yet I know they won't  
care if you say that the home folks are missed.

So, you yaps who remain snug at home and complain,  
let me make it as strong as I can—

Safe in harbor my boys, you are living the joys that  
are dreamed by the travelling man."

The travelling representative of a company, usu-  
ally known as a "salesman" or "Knight of the Grip,"

should be looked upon by the em-  
ployer in more than one attitude, and

**A Business Asset** in each with a great deal of care;  
because he is the personal represent-

ative of the company (as well as its officers), to the  
customer. This is true to such an extent that the

customer looks upon the salesman as the company it-  
self. He is sometimes the only visible connection be-

tween customer and the "house." After representing  
one company for a few years in a given territory, the

trade looks upon the salesman as the whole "works."  
In the selection of a representative the company should

first decide whether a man's appearance is favorable  
for the business. His bearing should be such as to

give a favorable impression; this is necessary before  
confidence can be inspired on the part of the customer.

It is not profitable to have undesirable representatives;  
instead of drawing trade they drive it away. An em-

ployer should make a salesman valuable unto him-  
self. He should not belittle him, and be given room

in which to expand. He should be encouraged, and  
treated to your confidence and as a human. In this

manner he becomes a valuable asset, which is repre-  
sented in more than one way. There are more kinds

of assets than book accounts or money in the bank.  
The salesman is going among the trade constantly,

and his mannerisms indicate in no small degree the  
policies of the company, and if he is keen or intelligent

with the usual qualifications and attainments, he is  
doing more by such conduct to sell goods than is sup-

posed at first thought.—Review.



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¶ It is "WEAR" he is after, when your average customer buys a shoe. "THE WEAR HE WILL GET OUT OF IT" is a first consideration. You can please him best by offering

### AHRENS SOLID LEATHER SHOES.

¶ From daddy to the toddling baby everyone can be supplied with footwear that will not only be long-lasting but which leaves nothing to be desired in style and fit.

You ought to see our line of Repp and Royal Cord Slippers, both foxed and plain.

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AND Company  
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Montreal = = Que.

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# The Jolly Man's Page

Anthony H. Enwer wrote an essay on Cats. The chapter on Different Breeds supplies the following information:

Cats that's made for little boys and girls to maul and tease is called Maltease Cats. Some Cats is known by their queer purrs—these are called Pursian Cats. Cats with very bad tempers is called Angorrie Cats. Sometimes a very fine Cat is called a Magnificat. Cats with deep feelins is called Feline Cats.

\* \* \*

The MacLauder: "I hear yer freend Donald hae marrit a third wife."

The Elder: "Aye, Donald's an expensive freend; twa wreaths and three presents in seventeen years."

\* \* \*

There was once a fuzzy old Hindoo,  
Who said, "I make clothes mighty thin do:  
Fact is, in July,  
When the mercury's high,  
I often make my old skin do!"

\* \* \*

The title of this dialogue might be: "Why Papa Believes in Corporal Punishment":

"Papa?"

"Well?"

"Is there a Christian flea?"

"Why, what on earth ever put that idea in your head?"

"The preacher read it to-day from the Bible—  
'The wicked flee when no man pursueth.'"

"Why, Tommy, that means that the wicked men flee"—

"Then, Papa, is there a wicked woman flea?"

"No, no. It means that the wicked flees, runs away."

"Why do they run?"

"Who?"

"The wicked fleas."

"No, no! Don't you see? the wicked man runs away when no man is after him."

"Is there a woman after him?"

"Tommy, go to bed!"

\* \* \*

Wilfred—Ma, I wish I was cross-eyed.

Mrs. Gunbusta—What makes you wish such a foolish thing my dear?

Wilfred—Why, then I could stand on the sidewalk and watch a parade coming and going at the same time.—New York Times.

\* \* \*

An old lady was told the story of the boy who defined "vacuum" as "a large empty space where the

Pope lives." She was intensely amused, and recovered from a fit of uncontrolled laughter to murmur, "Dear me, how extremely droll! But why the Pope?"

\* \* \*

Some railroad employes were at work on a trestle. One of the number, a negro, fell from the trestle onto a pile of rocks below, a distance of some fifteen or twenty feet. He got up rubbing his head, and remarked: "Ef it hadn't er ben fur dem rocks whut sorter bruck de force ob de fall I'd er ben hurt."

\* \* \*

He rejoiced in the pleasing name of Wood and he prided himself on his jokes and smart repartee. One day he met a friend whose name was Stone, and naturally a name like that was too good a chance to miss.

"Good morning, Mr. Stone," he said pleasantly, "and how is Mrs. Stone and all the little pebbles?"

"Quite well, thank you, Mr. Wood; and how is Mrs. Wood and all the little splinters?"

\* \* \*

A commercial traveller driving from town to town through the pine woods of Florida saw a drove of emaciated razorback hogs rushing wildly from tree to tree. He halted at the palings of a "cracker's" home, and asked a woman in a sunbonnet what was the matter with the swine.

"Well, you see," the woman explained, "my old man is deaf and dumb, and when he wanted to call the hogs to their swill he learned them to come when he tapped on one of the trees. It worked all right when they first got learned, but now them wood-peckers is makin' the poor things run their legs off." —Everybody's Magazine.

\* \* \*

"I should like," said a book canvasser to a merchant whose sanctum he had invaded, "to call your attention to a little work which I have here."

"And I will call your attention to a mighty mass of work which I have here," replied the man at the desk.—Chicago Record-Herald.

\* \* \*

A college graduate applied for work in a northern lumber camp. He was told to get busy on one end of a cross-saw, the other end being in charge of an old and experienced lumberman. At first all went well, but at the end of the second day the young man's strength began to wane. Suddenly the old man stopped the saw and spat. "Sonny," he said, not unkindly, "I don't mind yer ridin' on this saw, but if it's just the same to you I wish you'd keep yer feet off the ground."

# SPRING GOODTHINGS FOR JOBBERS



*McKAYS  
AND  
TURNS*

*FOR*

*Men, Women  
Little Gents.*

## *NEW STYLES*

*LEATHERS AND  
WORKMANSHIP*

*THAT YOU CAN DEPEND ON.*

*PRICES CONSISTENT*

*AND AS LOW AS YOU  
CAN AFFORD TO PAY.*



# **AIRD & SON**

**583-585 St. Timothy St., Montreal**

## ANOTHER NEW ONE.

Guelph, the city which to-day has, through municipal ownership, the lowest tax rate of any city in Canada; which affords excellent shipping facilities, being on the main line of the Grand Trunk Railway; owning the Guelph Junction Railway, connecting with the main line of the C. P. R.; and also about to become one of the chief points on the People's Railroad, now being constructed, thus connecting it with all places of importance in that vicinity; which is situated in the heart of the most thickly populated portion of Ontario and which, in all, is an ideal location for any manufacturing concern of any kind, is to be the home of the "Fashion Shoe." So have decided the Rowen, Ogg



Mr. L. E. Rowen

Co., Limited, a recent addition to the Shoe Trade of Canada. They have taken over the factory formerly occupied by Morlock Bros., and when seen by our representative it was being rapidly but carefully whipped into shape under the supervision of practical and experienced shoe men. The building is an ideal one for shoe manufacture, being of modern architecture and so constructed as to take advantage of any natural resources which

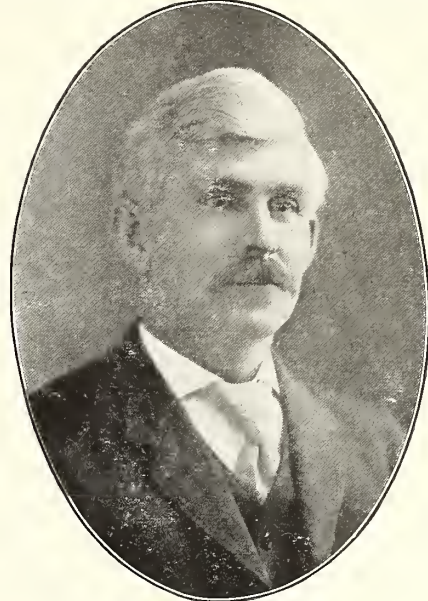


Mr. John Ogg

would tend to lessen the cost of operation. It consists of four storeys, measuring 95 x 55, and totalling about 21,000 feet of floor space. A radiator system of steam heating is being installed, while all machinery will be operated by Hydro Electric Power, which is also a recent addition to the resources of the city of Guelph.

The factory, with the exception of the fitting room, is being fitted with only modern shoe making machinery, the latest productions of the United Shoe Machinery Co. of Canada. In the fitting room, Singer and Wheeler and Wilson machines are being installed.

The different departments have been most advantageously located, and it can be seen at a glance that cost of production was uppermost in the minds of the persons who supervised the laying out of the departments. The cutting room is on the top



Mr. John J. Doherty

floor, while the third floor comprises the fitting room. The second is devoted to making, treeing and finishing, and the ground floor to shipping and stock rooms; thus it will be seen that once the shoe is broken out it follows the shortest possible route to the shipping room door.

Among those actively interested in the Rowen, Ogg Co., Limited, are Messrs. L. E. Rowen, John Ogg, John J. Doherty



Mr. Thos. Dowdell

and Thos. Dowdell, all practical men of wide experience in shoe making, which combined with other favorable conditions, augurs well for the future success of the company.

Mr. L. E. Rowen is evidently the youngest of all, but what he lacks in years he makes up for in experience and executive ability. At an early age he became associated with his father, who

for thirty-three years, successfully conducted one of the leading retail shoe stores of the city of Guelph, and which business he took over some few years ago, at the same time branching out into the wholesale. Since that time, L. E.'s star has been in the ascendent and to-day he is not only considered one of the most popular, but one of the best business men of the city of Guelph, and his many friends both in and out of the city, wish for him the success, in this new undertaking, which he so well merits.

About nine years ago, John Ogg came to Canada from Cincinnati, Ohio, to take charge of the cutting room of Messrs. Getty and Scott, Limited, of Galt, with whom he has been associated, until he recently became part of the firm of Rowen, Ogg Co., Limited. He is a man of wide experience, which he obtained in some of the largest factories throughout the United States, and those who know of Mr. Ogg's ability, consider him second to none in his own particular branch of the trade while at superintending, well his success is evidence of his worthiness.

Mr. John J. Doherty, for the past seven years, was in the employ of Messrs. Getty and Scott in charge of the McKay

The line of "Fashion Shoes" will consist of high grade women's, misses and children's footwear. It is to be regretted that owing to unforeseen difficulties arising, it has been impossible for the company to get the full range of samples in shape, however, sufficient styles are being shown to give the merchants an idea as to the nature and quality of their production. Next spring they will have a complete range of fall styles on the market, and present indications point only to the success of this concern.

ANYTHING IN IT FOR YOU?—(1497) An English gentleman now in Canada, and seeking to establish business connections between the Dominion and the South American Republics, desires to hear from Canadian firms requiring such information as he has at his disposal concerning those markets and the conditions prevailing there, with which he is stated to be well acquainted. (1501) An Auckland leather merchant of experience would like to act as agent for a Canadian firm. (1502) A business man of Gore, N. Z., who has acted as Canadian buyer of wool, skins and hides, would like to increase his business as



room, in which branch of the work his stock of knowledge is great, having obtained it in the large factories of such American concerns as John Kelly, A. J. Johnston and Co., and Vernon and Montgomery of Rochester, N.Y., also Jacobs of Cleveland, and the Peihlor Shoe Co. of Rochester from whence he came to Messrs. Getty and Scott. Since his arrival in Canada, the Canadian trade has doubtlessly benefited by his knowledge as he is considered one of the best producers of McKay shoes in the country.

Dunn & McCarthy, of Auburn, N.Y., Maloney Bros., Rochester, Gannon Bros., St. Louis, Mo., and E. P. Ford, are some of the American concerns with whom Mr. Thos. Dowdell was associated previous to his coming to Messrs. Getty and Scott, Limited, with whom he was also employed. Welts and turns is his particular department, and it was while with E. P. Ford, he assisted Mr. Jackson in making samples of turns and welts which took first prize at the Paris Exposition some few years ago. This, combined with his wide experience is sufficient to warrant the confidence which must necessarily be placed in him in giving him charge of this department.

agent for Canadian firms. (1503) A Te Aroha exporter of hides and calf skins would like to find a market in Canada for same. The names of firms making these inquiries can be obtained upon application to "The Inquiries Branch, The Department of Trade and Commerce, Ottawa," or "The Secretary of the Board of Trade at Halifax, Montreal, St. John, Winnipeg, Calgary or Vancouver. Readers using trade inquiries should not fail to forward references particularly if they are bankers' references. Quote the reference number when requesting address.

SUDDEN DEATH OF EX-TANNER—Joseph J. Carrington, retired tanner, died very suddenly on Sept. 14th at his residence on River Street, Kingston. He had been feeling unwell and a doctor was called. Five minutes after the latter left Mr. Carrington expired. Deceased was born in Picton sixty-three years ago. In 1884 he located in Kingston and started a tannery, which six years ago he sold to Hon. E. J. Davis and his son, Elmer Davis. Mr. Carrington was known all over Canada as a first rank tanner. He is survived by his wife and two daughters, Mrs. C. J. W. Lowe, Toronto, and Mrs. George Bawden, Kingston. Interment took place at Picton.

## QUEBEC BOOT AND SHOE MANUFACTURERS' ASSOCIATION.

On September 13th, the Quebec Boot and Shoe Manufacturers' Association held its general annual meeting under the presidency of Mr. O. Goulet.

A review of the Association's work for the year was presented by the secretary, M. L. Rouillard. It showed that the Association was most prosperous, and had a right to be proud of its success.

Among the more important matters mentioned in the annual report was the organization of a Conciliation Committee. Just at the beginning of 1909, the Association began to work energetically and, with the labor unions of the shoe industry, has formed a committee, which in many cases has rendered important services. The organization of such a committee has necessitated considerable work. The by-laws which rule it for the future, after having been studied and discussed by the Association and the committees of manufacturers and employes, were adopted on Nov. 18th, 1909. Since that time, the Conciliation Committee, which is composed of nine manufacturers and nine workers, held twelve meetings, by means of which a great number of difficulties were settled.

At the annual meeting officers were elected for the ensuing year:

President—Mr. Luc Routier.

Vice-President—Mr. A. Duchaine.

Secretary—Mr. L. Rouillard.

Treasurer—M. J. A. Cloutier.

Board of Directors—M. M. O. Goulet, John Ritchie, A. E. Morois, J. S. Langlois, C. Lachance.

Representatives of the Association on the Conciliation Committee—M. M. Gauthier, J. M. Stobo, H. Gale, W.A. Marsh, O. Goulet, John Ritchie, A. Duchaine, Ludger Duchaine, E. Jobin.

The Quebec Boot and Shoe Manufacturers' Association has registered during the year four new members, and now counts twenty-one manufacturers, which is nearly the totality of the industrials concerned in this trade.

## QUEBEC NOTES.

It is reported that Mr. Ernest Caron, of the Canadian Shoe Machinery Co. will soon open a boot and shoe factory in Levis, near Quebec.

At the beginning of the month our factories were closed in order to permit the celebration of Labor Day.

The sudden death of Mr. Edmond Julien, leather merchant and tanner, of Limoilon, near Quebec, has caused great surprise to his friends. The deceased was fifty-one years of age and had been an alderman and later mayor of Limoilon. He leaves a widow and four children. The cause of death is supposed to

have been heart failure, caused by an acute attack of indigestion.

The secretary of the Quebec Boot and Shoe Manufacturers' Association has been notified that the Royal Commission on Industrial Training and Technical Education will be in Quebec on the 22nd and 23rd of September.

This commission will be composed of Mr. Jas. W. Robertson, C.M.G.D., Sc., LL.D. Chairman; Hon. John Neville Armstrong; Rev. Geo. Bryce, M.A., D.D., LL.D., F.R.S.C.; Gaspard De Serres; Gilbert M. Murray, B.A.; David Forsyth, B.A.; James Simpson; Thomas Bengough, C.S.R., Secretary and Reporter.

The Association has appointed a committee composed of M. M. Routier, Ritchie, Gale, Goulet, Muir and Trudel to represent it before the Commission.

The following is from the Australian Leather Trades Review, and treats of a difficulty which may have been met by tanners on this **Brittle Grain in Chrome Leather** side of the globe:—"A certain manufacturer of box calf met with frequent complaints of his product that had hitherto been of superior reputation. The writer on investigation found that the most defective pieces resulted from hides showing local irregularities in delimiting, and these could finally be traced back to the original hides which were of foreign origin. A remedy was found in altering the method of soaking, which had formerly been carried out in old and tepid water, on account of the great hardness of the skins. In the new soaks, fresh cold water was used, containing come caustic soda. Here the hides swelled considerably, and were the next day turned, stretched, and given fresh water. Next they went into a lime which had been little used and was sharpened with sodium sulphide the hair yielded in four days. Next followed milling in warm water, then a fresh white lime for three days. After each strengthening of the white limes, they were used three times and were then sharpened with sulphide for dehairing. The former defects in the finished product no longer appeared and the leather was fuller and of a firmer grain. The field was too hard, but this was finally bettered by making the pickle stronger and the liquor fatter. For improving the feel of chrome leather a decoction of linseed is recommended. The crushed seed is boiled over a water bath with twice its quantity of water, strained and extracted again. A neutral fat soap (olive oil or the like) is added and boiled. Finally to the lukewarm decoction, 20 per cent. whole milk is added. This lustre is best applied to the leather lukewarm."

**JAMES PRICE,**  
DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
23 and 25 Wellington Street, MONTREAL.  
Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

# MR. JOBBER JUST LOOK HERE

Honest  
Solid  
Leather  
Boots  
and  
Shoes



Made  
To  
Stand  
Hard  
Rough  
Wear

No. 1681. Tan 10" Hunting Boot  
No. 1683. Black 10" Hunting Boot  
No. 1680. Tan 16" Hunting Boot  
No. 1695. Black 16" Hunting Boot

Our  
Profit  
Shoved  
Away  
In the  
Background



Shoe  
Value  
Brought  
Right  
To the  
Front

No. 1684. Tan Blucher Bal.  
No. 1746. Black Blucher Bal.

## J. S. LANGLOIS & CO'Y

1120 St. Valier St. - Quebec

# With the Manufacturer

## CHAS. TILLEY & SON.

The nicely arranged booth of Chas. Tilley & Son was one which drew the crowd as a magnet does the steel, for was it not possible to obtain a 10-cent tin of new Regent Shoe Paste and a beautiful fan for five cents.

Across the front of the exhibit was a large glass show case of shoe findings, while in the centre background was a pyramid composed of all kinds of shoe pastes and dressings.



In fact, shoe dressings formed a very important part of the exhibit and it was easily seen that no shoe was made for which Messrs. Tilley & Son were not prepared to supply a proper dressing.

In addition to the Regent Shoe Paste were shown Sovereign brand combinations dressings in 10-cent and 25-cent packages for black, tan and ox-blood leathers as well as for all colors of suede. In the same brand were to be seen a gun metal dressing as well as a special ladies' shoe dressing. A patent leather cream and dressings for white and colored canvas shoes were also shown. The half-tone on this page will give our readers a good idea of the general appearance of this most attractive exhibit.

## GUTTA PERCHA AND RUBBER MFG. CO., LIMITED.

Although the exhibit of this concern did not consist of as great a quantity of goods as in previous years, we believe it showed good judgment on the part of the gentleman in charge, for it not only enabled them to display the articles shown to greater advantage, it also allowed for a finer exhibition of artistic taste in decorating, thus making the booth much more attractive.

To the shoe merchants of Canada, the Gutta Percha and

Rubber Company are known, to such an extent through the production of Maltese Cross Rubbers that it is unnecessary for us to go into past history. Suffice to say, they have gained their reputation through the production of the superior article, the quality of which will no doubt always be maintained by them.

In addition to Maltese Cross Rubbers, this company also manufactures Maltese Cross interlocking tiling, Maltese Cross and Lion rubber heels, multiplied garden hose, auto tires, rubber belting, rubber mats, and matting, mostly all of which were included in the display.

To the parties in charge, great credit is due for the excellent showing made and no doubt the results obtained were sufficient to warrant a repetition next year.

## SCHOLL FOOT EAZERS.

It is just a little over a year since the Scholl Mfg. Co. made their initial bow to the Canadian trade with a Canadian made article, but the progress they have made in that short



time is almost phenomenal. One can hardly enter a Canadian shoe store without seeing a display of these articles and many are the foot sufferers who have been greatly benefited by them.

Last year they made their first appearance at the C. N. E., and with such success that they were right on the job again this year with a better display, the fact of their having the Canadian factory in perfect running order enabling them to do so. The booth was located in the Process Building and was very artis-

These are a few of the **EXCLUSIVE STYLES** designed by  
**THE RELINDO SHOE COMPANY, — TORONTO**



Made on the Newest and most Approved Models for 1911. They are all made with  
Cushion Heels and Flexible Welts to Retail at \$4.00.



tically and attractively decorated while the goods were all displayed to best advantage. The excellent qualities of this ingenious invention of Dr. Scholl were ably demonstrated by the parties in charge of the exhibit. The demand for Scholl Foot Eazers continues to rapidly increase and Mr. Young, the energetic manager of the Canadian factory, is deserving of great credit, not only for the showing made at the C. N. E., but also that which has been made in the short period in which the article has been "made in Canada."

#### RELINDO SHOE COMPANY, LIMITED.

On the opposite page are a few of the principal sellers of the Relindo Shoe Company, Limited, who are the only concern in Canada devoting their whole time, and entire plant to high grade flexible welts for women. They make nothing but the Relindo cushion heel shoe, which is an ingenious device embodied in the heel of the shoe, which gives a resiliency that adds greatly to the comfort, and entirely eliminates the possibility of any of the heel nails coming in contact with the foot, and is certainly a device that has exceptional merit in a women's medium and high heeled shoe.

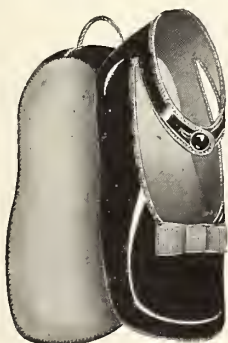
This company has made a great success of the manufacture of welt shoes, in our opinion, largely caused by them devoting their entire energy to this specialty. They are now the largest specialty house of this kind in Canada, and as a consequence are gaining favor with the retail buyers, and the public.

The principal feature of their shoe is the extreme flexibility, and people who previously wore turns, and require extremely flexible footwear, are now being supplied with a welt shoe, and enjoy the same flexibility as in most turns. They do not manufacture any cheap welts, and consequently are able to show the fastidious buyer a range of samples that look as artistic, and modern, and up-to-date in every way, as the very best American shoes on this market, and decidedly cheaper.

They pursue the same methods as the American specialty houses, of only selling one man in each town, and carry stock of the principal sellers in all widths, which is an innovation in high priced footwear, and from the opinions we have gathered from the retail shoe trade handling this cushion heel shoe we would strongly recommend a careful inspection of this line.

#### THE HURLBUT CO., LIMITED.

The Hurlbut Co., Limited, of Preston, Ont., have probably paid greater attention to the making of this interesting line than most other firms on the continent. Last year they made over a quarter of a million pairs which included over five hundred different styles of soft sole shoes. Soft soles are their specialty



and they have developed quite a large output of their "So-Cosy" ladies' boudoir slippers, the daintiest thing of its kind we have seen. The Hurlbut Co.'s latest achievement is their patent welt, a genuine welt with a cushion insole, made on non-royalty machinery. At present they are unable to meet the demand for these shoes but are enlarging and equipping their plant to accommodate this addition to their business.

#### SOLID LEATHER SHOE CO. OF PRESTON, LIMITED.

The Solid Leather Shoe Co. of Preston, Limited, recently took over the business of the Solid Leather Shoe Co. of Toronto. The business was moved to Preston on June 1st, and the plant re-equipped and a factory system organized. The work has been carried on under the direction of Mr. Clayton E. Hurlbut, the president and manager.

Much new machinery has been installed and careful attention is being given to the finish and workmanship of their pro-



duct—Solid Leather School Shoes for boys and girls. Mr. Hurlbut informed the Journal that owing to the delay in installing their machinery they were not able to fill their orders for samples in August, but a new line of samples will be completed by November 15th, for the inspection of the jobbers. They include many staple patterns in box side leather and glazed kid and a few novelties such as a high cut little gent's blucher, made of smoked horse. We understand that samples will be sent to any jobber on request.

#### CANADIAN RUBBER CO.

One of the most interesting displays in the Manufacturers' Building was that of the Canadian Rubber Co. To anyone not particularly versed in rubber it was a source of knowledge, of the kind that is useful to anyone and everyone. About twenty different varieties of crude rubber, giving the technical names, the different countries from which it was procured, and particulars as to the methods of the natives in gathering it, was an excellent feature of the exhibit. When compared with the finished articles also shown, it would have been pretty difficult for many to comprehend how such results were obtained had it not been for the fact that rubber was also shown in all the different processes of manufacture. The parties in charge of this exhibit are to be complimented on the artistic manner in which the goods were arrayed and also on the general appearance of the booth. Of interest to shoe merchants, in particular, was the display of "Canadians," including rubbers, tennis and lacrosse shoes, also yachting shoes and rubber heels, all productions of this company. When one takes into consideration the price of rubber to-day, they can easily see that this exhibit was by far one of the most expensive at the exhibition.

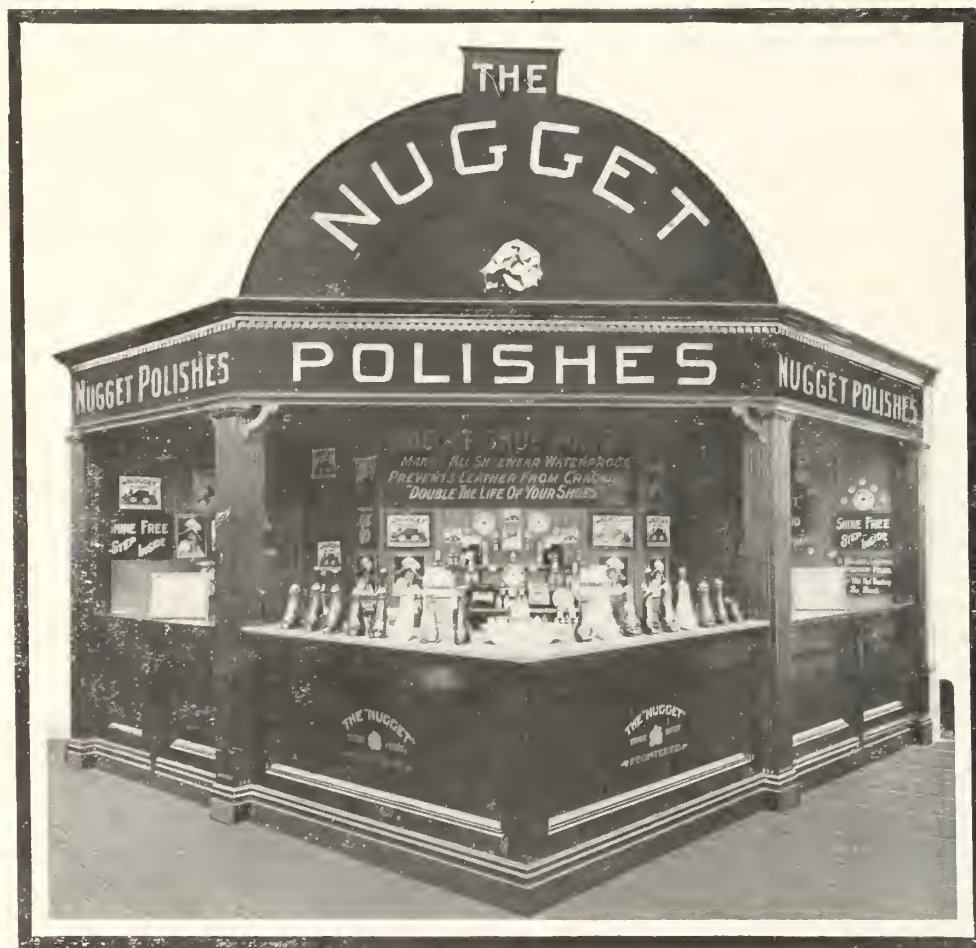
#### MINISTER-MYLES SHOE CO., LIMITED.

Although the Canadian National Exhibition was not officially opened this year by Lord Chas. Beresford, "Beresford" was there just the same, but the "Beresford" we refer to was in the shape of a line of high grade shoes for men, the product of Minister-Myles Shoe Co., one of the best known shoe concerns in Canada, and was accompanied by samples of Miss Canada and Vassar footwear for women. This trio neatly and artistically arranged in a handsome booth in the Manufacturers' Building, gave the thousands of visitors an idea of what was being accomplished in the way of Canadian-made high grade shoes, thus greatly assisting in putting this particular trade in the front ranks of all Canadian trades where it rightly belongs.

Those who know little or nothing of shoe manufacture can have no idea of what an uphill fight it means to market in Canada high grade Canadian-made shoes. So many, in the past, have had the idea that in order to obtain style and quality it was necessary to purchase American goods. It was with this fact staring them in the face that Minister-Myles Co. five years ago proceeded to specialize in high grade footwear and thus show Canadians that just as good footwear could be made in Canada as in any place cross the line. That they have been successful is evidenced by the large and steadily increasing demand for their goods and congratulations on their success is certainly due them.

#### NUGGET POLISHES.

You can't keep a good thing down if it is properly marketed and these two things that can be said about Nugget Polishes, viz., they are good polishes and they are properly marketed. Again this year, at the Canadian National Exhibition, their good qualities were well demonstrated, in fact, in such a way that



it is safe to say that to-day there are hundreds more using "Nugget Polishes than previous to the exhibition. The booth this year was very similar to that of last and was located in the same place in the Process Building. Mr. A. R. Kent, manager of the Canadian branch, endeavored to obtain sufficient space to erect a much larger and handsomer booth, but owing to the great demand for room at the C. N. E. was unable to do so. One demonstration in particular is worthy of special mention and that was of the waterproof feature of Nugget Polishes. This was done by immersing an ordinary shoe, polished with Nugget Polish, into a basin of water and rubbed dry with a clean towel. This was done without the polish being dulled or the towel soiled which, goes to show that in wet weather as in dry, the Nugget Polish continues to shine and does not rub off and soil

the clothes. "Nugget" Shoe Polish in various colors, Nugget Shoe Cream for patent leathers and Nugget Cleaner for canvas shoes were included in the display of products of this concern. Ottawa, Winnipeg and St. John were among other places where such displays were made, and at all of which they received highest awards, while at the St. John they were awarded a gold medal as well as a diploma. The different exhibits were looked after by Mr. A. R. Kent, Canadian manager, and Mr. L. R. Howard of the Toronto office.

#### THE COOK-FITZGERALD CO., LTD.

Those who have had the pleasure of looking over the samples of the Cook-Fitzgerald Co., Limited, of London, or better still, had the privilege of going through the plant and seeing the new things that this up-to-the-minute firm of shoemakers are offering their patrons for spring, are most enthusiastic over the line.

There are four new lasts in the lot, all of them "order compellers." They have been named the Tickler, Teaser, Headlight and Wheat. The former has had a tremendous vogue and, like the Teaser and Headlight, is a high toe, the other last in the quartette being like its name, a standard of merit and moulded on more conservative lines. In the already splendid line leaving little to be desired in the way of variety, the new lasts fill every conceivable want, and the man who cannot find what he desires among them, must indeed be hard to please. Missouri could never be his birth-place, otherwise he would be shown.

The Cuckoo, a high-toe last put in a few seasons ago by Cook-Fitzgerald Co., Limited, was a sensation, but it is safe to say that the Tickler has surpassed it. The Lucky Dog continues its splendid popularity and there are many who swear by the Blarney, the Richmond, Fitz and the other shapes which put London on the map as a place for the making of fine shoes.

J. P. Cook, who is the managing-director of the concern, was a delegate to the Canadian Manufacturers' Association convention at Vancouver last month, and en route he found time to call on his patrons who gave him a splendid welcome. Mr. Cook is full of en-

thusiasm over the West and its people

The Astorias and Libertys now being turned out at London are the very last word as regards style, quality and workmanship and in order that there may be nothing on the big markets around New York and Boston which has escaped the firm, Mr. Cook left London on Monday, October 16th, for a tour of the East.

All of the Astoria and Liberty shoes now bear the stamp of the Boot & Shoe Workers' Union of Boston, something which the trade throughout Canada will appreciate. Therefore, all shoes made by the Cook-Fitzgerald Company will bear the imprint of Factory No. 4.

# Spring Fashions

JAS. McCREADY CO., LIMITED, MONTREAL, QUE.

The Jas. McCready Co., Limited, are producing almost an endless variety of shoes for spring, ranging from staples to the very finest, and there is every indication that their offerings will make a big dent in the season's business. See advertisements on pages 43, 44, 45, 46.

"Gibraltar" and "Northwest" are the two new lasts among the staples. These are made in light grains and English kips. They come in all sizes for boys, youths and men and are selling very fast.

In addition to full lines of McKays and Goodyear welts, this firm is producing an attractive line of English welts to retail

carries a low heel. It makes a particularly fine dress shoe and is also most suitable for the use of elderly gentlemen.

"St. Regis" is the leader among the new women's lasts and features some of the details which are conducing to the popularity of the "Aseot" for men. The short vamp and high toe are here also in evidence with a two-inch Merry Widow heel. This heel, which pitches well forward, differs from the Cuban heel in that it has a deep curve instead of being built on straight lines. All patterns show a tendency towards plainness.

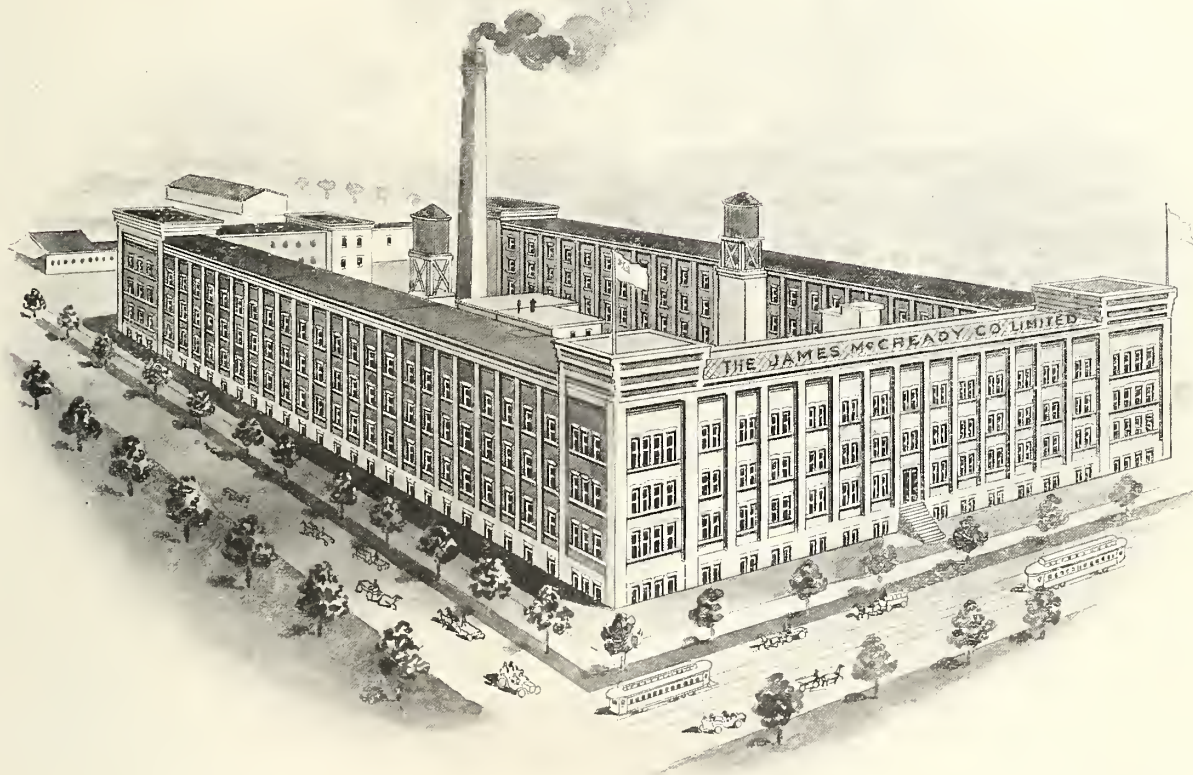
For misses and children the Aseot line of solid leather McKays make a strong bid for popular favor. They come in Gibson ties, ankle strap pumps, button and lace bals.

The popular short vamp characterizes this line also.

A full range of styles in school girls' shoes is shown in sizes 1 to 7. They are made in both welts and McKays and always with low heels.

The "Marathon" shoe for boys is made of solid leather throughout, no fibre being used at all. It should prove itself capable of standing well that rough wear that only boys know how to give a shoe.

All those interested in the quick delivery of sorting orders



at \$3.50 and \$4.00 per pair, which is fifty cents below the price of the Goodyear in similar grades.

Among men's fine shoes the new "Aseot" last gains immediate attention. It has the very short vamp that marks the last degree of fashion, a high toe and two-inch military heel, the latter being pitched well forward. Tips are in great variety.

The leathers used are patents, both black and tan, Russian calf and box calf, and vici kid. The tan patent is a very superior leather made by H. & J. Fische, and carries an absolute guarantee not to crack or discolor. All tan high shoes are made with calf top facings while the New York foxing, which has replaced the Boston foxing, marks an agreeable change.

The "New Senator" is a new shoe for men with a straight effect. Although a full fitter it has a narrow appearance and

will appreciate the importance of the new "In Stock" department recently established by this firm. One hundred lines are kept always in stock ready for immediate shipment. A nicely gotten-up catalogue illustrating and describing these lines is being mailed to those who ask for it.

SMARDON & PERCIVAL, MONTREAL, QUE.

Smardon & Percival, specialists in women's fine shoes, are introducing three new lasts for spring, each one being very stylish and a particularly good fitter.

Gum-metals are in evidence for high shoes with cravenete, velvet and cloth tops in the button line. Dull buttons are used frequently and indicate the tendency to do away with elaborate

design and decoration. Pumps and ankle strap effects are prominent and are shown with simple ornaments of leather, jet and braid.

#### TETRAULT SHOE MFG. CO., LIMITED.

The two-link oxford illustrated is one of the snappy and distinctive shoes being shown by the Tetrault Shoe Mfg. Co., Limited, for next spring trade. It is a tan, cut very low but easy fitting, snugly hugging the heel just above the ball. It carries a clear cut, stylish military heel.

This firm claims the distinction of being the largest manufacturers of Goodyear welts in Canada, the output of this class of footwear being 7,500 pairs per week. They turn out as well a large and excellent line of McKays in all grades which show the same snap in style and the same foot comfort that so distinctively marks their Goodyear welts. The high toe in both broad and medium widths, the short vamp and military heel, which are the permanent characteristic of the best spring styles, are in these lines seen to splendid advantage.

A noticeable feature of the Tetrault shoe is the rolled sole. The edge instead of being cut off square as is customary, is rounded. Not only does this produce and retain an exceptionally dressy appearance, but it has a distinct advantage when rubbers are worn as the sole edge will never wear ragged or sharp



and cut the rubber shoe. In the advertisement on page 41 this feature is brought out clearly by the illustration showing it under the microscope.

The famous Instructor shoe for children and adults was introduced and is being manufactured solely by this firm. It was first made for children only and was designed to supply the need for a shoe which without being unsightly would allow for the natural development of growing feet. So strongly did it appeal to the intelligence of fathers and mothers that the "grown-ups" demanded for themselves a shoe built along similar lines, and to-day the Instructor shoe for both adults and children enjoys a country-wide popularity.

Mr. Napoleon Tetrault and Mr. Norman Tetrault are the heads of this progressive firm, the former having charge of the office and the latter superintending the actual making of the shoes.

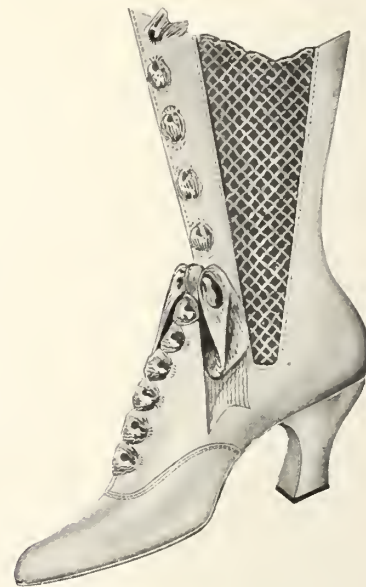
Messrs. Tetrault have won for themselves an enviable reputation among Canada's leading manufacturers and have well been called "the pioneers of new ideas in footwear."

#### J. & T. BELL, LIMITED, MONTREAL, QUE.

Something out of the ordinary is the Directoire shoe made by J. & T. Bell, and the illustration will give some idea of the daintiness of design and the skill with which it has been carried out. The shoe is entirely handmade and is a product of highly trained workers who are able to add to their mechanical skill that artistic touch without which this class of shoe cannot appear at its best. It is on the Paris last with Louis XIV. heel. The material used is the finest pink Liberty satin over solid box and counters and the inlaid panel is of hand crocheted silk net made on the premises. This same design is made in all colors of satin as well as a combination of bronze kid and black silk.

The range of this class of footwear is quite extensive and handworkers are employed in each department turning out slippers and shoes which sell at from \$3.50 to \$30 per pair.

Among the new things for women's everyday wear one, two and three-strap effects and pumps decorated with leather, jet



and imported braid ornaments are very prominent.

Gun metals are also quite noticeable and in high shoes cloth tops are shown in several colors while velour tops are seen with the button shoe. The general tone is neat almost to plainness and the over ornate effects have disappeared.

Natty snappy neatness is also the predominating idea in men's shoes, though there is one noticeable novelty in a Russia calf oxford which has an inlay of Panama straw instead of leather. Among the new lasts the Aeroplane looks like one which will take the popular fancy. The toe is of medium height and the fore part very short while the body has extra length, making the shoe an excellent fitter.

Mr. W. V. Matthews, the general superintendent, is responsible for many of the new features and has gained a reputation as a creator of shoe ideas.

#### WINN & CO., MILTON, ONT.

Winn & Co. are kept busy looking after the shoe wants of the youngsters, their lines including boys', misses', girls' and children's shoes.

The lasts used for the boys' shoes are fashioned after the latest styles in men's fine footwear which give to every pair that manish appearance so much sought after and which so greatly increases the selling qualities of a boys' shoe. They are made in vici kid, patent colts, velour calf, gun-metal calf and box calf.

The misses', girls' and children's shoes are made in all leathers and the lasts used show the new ideas in fashionable footwear.

A. P. CIMON SHOE MFG. CO., LIMITED.

Spring, 1911, is practically the first season for this company with a really high grade line of McKays, but from what is being offered to the trade it is apparent that they are "getting in right." All lasts are new and the patterns smart and up-to-date. Mr.



Cimon is a master shoemaker and his personal attention to the manufacturing is in itself a guarantee of high quality. He is a splendid judge of stock and examines every piece that comes into the factory. It is the policy of the firm to put into every shoe the very best materials the price will stand.

DUPONT & FRERE, MAISSONEUVE, QUE.

From the lines of medium-priced McKays to which Dupont & Frere devote themselves we are showing a women's button shoe in patent colt with dull mat top. The tip is plain, the vamp short and the heel a Cuban of medium height. The shoe



sells for \$2.20. The same style is made up in all leathers in both bals. and oxfords.

Although manufacturing to some extent men's and misses' shoes, the bulk of the output is for women's wear. Last No. 34 is a noticeable one, a plain button of patent chrome with high

narrow toe and unornamented tip. No. 75 is a women's bal. with wing tip and shepherd's plaid cravenette top. The toe is a trifle lower than that on No. 34. It sells for \$2.30. No. 29 is a good example of a full easy fitting straight last with medium high toe.

RIDEAU SHOE CO., LIMITED, MONTREAL, QUE.

The oxford here shown is No. 398, one of the new ones from the lines of high grade shoes produced by the Rideau Shoe Co., Limited. It is a low cut, three-eyelet tie in Russia tan on the new Pyramid last and a pleasing effect is created by the broad strap. For this shoe special attention is given to the selection of sole stock and only the best procurable is used.



Besides the "Pyramid" three other new lasts are being used for spring, 1911. The "Colonial," a straight last, the "Banker," straight and very broad, while the "Elect" has a high narrow toe.

One hundred different lines on twelve lasts offers a large and varied range to choose from and it is hard to imagine a want in high grade footwear for men that cannot here be supplied.

The Rideau lines have made a marvellous progress during the last few years, and to Mr. Adams is due the credit, and he has good reason to feel gratified at the splendid showing being made at the present time as a result of his energy.



**McKays  
Only**

When we put all our time, all our energy, all our brains in to building McKays it stands to reason we can do it RIGHT doesn't it?

Wait for our travellers and see our splendid lines of Spring Samples.

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL

GEO. A. SLATER, LIMITED, MONTREAL, QUE.

The makers of the well known Invictus shoe have seen to it that their showing for next spring will uphold the high standard of excellence in shoe construction and the bright nattiness of style which has always characterized the product of this firm.

From the new ideas we are illustrating No. 555 and No. 554 black calf oxfords on the new Aulto lasts. The former is a very handsome young man's shoe; it has a very high toe, rising almost to a ridge and a medium swing. The heel is a military of good height. Plainness and neatness are the outstanding features of this and the other new styles. No. 555 differs from No. 554 by having a broad high toe, making it a very easy fitter.



554

555

These come in boots as well as oxfords. Two other new lasts are the "Aviator" and "Rump."

The "Hygienic" is a shoe in which special prominence is given to solid comfort and foot-ease, and is designed for those to whom the extremes of fashion are not of importance. The heel is of medium height and the toe broad and full.

An excellent straight tread last is also in evidence and will find favor with those who prefer this style.

REGINA SHOE CO., LIMITED, MONTREAL, QUE.

The Regina Shoe Co., Limited, confines itself to the manufacture of a very high grade McKays and the standard of excellence that their lines exhibit

goes to show what concentrated effort will do.

There are many splendid patterns but buttons are the most prominent. The lasts show high toes full across the ball. A tendency to plainness is evident throughout the entire line though many combinations are seen.



A full line of pumps, some with one, two and three-ankle straps, are decorated by simple ornaments of leather, jet or braid.

Two and three-eyelet ties make a strong showing, tans preponderating.

The Regina lines, although selling at medium prices, are just about as good looking as the high priced welts.

McFARLANE SHOE CO., LIMITED, MONTREAL, QUE.

The McFarlane Shoe Co., Limited, is making as usual a most attractive showing of children's and infants' shoes. In this line there is little room for changes in lasts but the possibilities in the way of different patterns is practically unlimited and this firm has taken every advantage of them.



The shoes for children run particularly to patent uppers with colored kid tops. The combinations of the black patent with red, pink, champagne, brown, white, etc., are very attractive and must add materially to the selling qualities of the shoes. The extension edge sole is used almost exclusively while flat eyelets are sometimes seen.

The line of infants' shoes is large and shows great variety in colored kid. Tassels are used effectively as ornaments in some cases but the strong feature of this line is the non-slip sole which is greatly appreciated by those who have the buying of infants' footwear.

JAS. LINTON & CO., MONTREAL, QUE.

The oxford shown in the advertisement on page 35 is one of Linton's leaders. The tip with large O perforation at the edge is otherwise plain. It has a medium high toe, high heel and matt collar.

This firm's output runs to general lines for men's and women's wear. As a rule plainness and an absence of fancy notions mark the showing for spring, 1911. The toes on both men's and women's shoes are higher than last season while the military heel for the former and the Cuban heel for the latter are seen almost exclusively. Men's oxfords show a lower cut while in women's shoes the button strongly predominates.



W. A. Marsh Co. Ltd., Quebec

PERSONAL—We were pleased to have Mr. Alf. F. Randall, editor of "The Boot and Shoe Trades Journal," of London, Eng., drop into our sanctum on the 14th ult. Mr. Randall expressed himself as greatly impressed with the splendid possibilities which lie before the young men of Canada.

OF INTEREST TO THE TRADE—Among the firms starting in business for the month are: Regent Shoe Store, Montreal; Mrs. Moses Mandelson, prop.; Broadway Shoe Store, Montreal; Morris & Nickerson, Clarke's Harbor, N. S.; Cohn Bros, Clarke's Harbor, N. S.; Globe Clothing Co., Ben. Levin, prop., 15 Main St., Moose Jaw, Sask.; O. Cloutier & Cie., 66½ St. Joseph St., Quebec; Levy & Lewis, Montreal; John R. Falt, Bridgewater, N. S.; D. A. Fritenburg, Blue Rock, N. S.; W. H. Trimper, bear River, N.S.; J. Ulric Bisson, 740 St. Valier St., Quebec; Sidney Chute, Caledonia, Queen's Co., N. S.; Montague Anderson, Chester Basin, N. S.; Alex. Boisjoli, 309 St. Joseph St., Quebec; Jos. Desbiens, 195 Napoleon St., Quebec; Victor Coulombe, 381 St. Joseph St., Quebec; Union Shoe Co., 590 Main St., Winnipeg, Man.; Robert Gray, Dartmouth, N. S.; Reid and Webb, Winnipeg, Man.; A. Longhurst, Erskine, Alta.; V. Lamarre, Richmond, Que.; John Mahlin, Govan, Sask.; The Elite Shoe Co., 55 Hastings St. E., Vancouver, B. C.; C. Bradley, Calgary, Alta.; N. O. Noel, 32 Liverpool St., Sherbrooke, Que.; E. Marcoux, 57 Alexander St., Sherbrooke; M. McKecknie, 138 Wellington St., Sherbrooke; Alf. Lanctot, 67

Stovel, Acton, Ont., to Charles Fritz; C. F. Cooper, Hamilton, Ont., to Smith Bros. Cohen and Jacobson, Canning, N. S., succeeded by Jacob Cohen; C. Stephens Co., Ltd., Collingwood, Ont., by Stephens Stores, Ltd.; Morwood and Reilly, Welland, Ont., by Reilly and Reilly; Hardy and McGaffery, Thamesville, Ont., by Geo. Hardy; Gray, Cameron and Co., Warton, Ont., by J. S. Cameron. Bernard Laster, Peterboro, Ont., is giving up business; Benedict Christensen, Vancouver, is out of business; also Stanley Kidd, 305 Harris St., Vancouver; C. C. Lalonde and Co., 632 Granville St., Vancouver; N. E. Mitchell, 614 Georgia St., Vancouver; Ruben Ducoffe, Bridgewater, N. S.; C. Bellerive, 781 St. Valier St., Quebec. Mrs. L. E. McPeak, Creston, B. C., has assigned; also Louis Brochn, Montreal; Louis Plante, Montreal. Boston Shoe Co., Ltd., Toronto, closed their Toronto store on Oct. 1st; John Zimm, Waterloo, Ont., removed to Baden; G. M. Lawson, Grand Valley, Ont., was burned out in September.

DUPONT AND FRERE TAKE A BIG STRIDE AHEAD.  
—There has recently been completed at 301 Aird Ave., Maison-



Footwear Fashions and Novelties

Marquette St., Sherbrooke; Chamberland & Co., 123 Wellington St., Sherbrooke; Alfred Duclou, 49 Ste. Agnes St., Quebec; I. Brodeur & Co., Montreal (Maisonneuve); Freeman & Co., Edmonton, Alta.; E. Geffen, Red Deer, Alta.; C. B. Warne, Whyte Ave. W., Strathcona, Alta.; Triplefit Shoe Store, 566 Granville St., Vancouver; Trick & King, 146 Cordova W., Vancouver; Macey Bros., 2305 Granville St., Vancouver; Hunter & Jewett, Central Park, Vancouver; C. Hill, 142 Cordova W., Vancouver; W. B. Brummitt, 18 Cordova W., Vancouver; M. A. Beach, 538 Westminster Ave., Vancouver; Castor Clothing House, Castor, Alta.; Digby Boot and Shoe Store, Digby, N. S.; J. F. Monahan, 106 King W., St. John, N. B.; Ouaremont Shoe Store (Mrs. Arthur Gagnon). J. J. Pyke, 516 Hastings W., Vancouver, sold to Johnson Shoe Co.; J. D. Hume to Jordan and Brehant, both of Murray River, P. E. I.; J. B. Douglas, Calgary, Alta., to Mr. Ransom; L. E. Rowan, 16 Wyndham St., Guelph, Ont., to J. D. McArthur; A. McDermid, Petrolia, Ont., to Mr. Taylor; Geo.

neuve, Montreal, Que., the splendid new factory of Dupont and Frere. The old factory had gradually been growing more and more inadequate to care for the steadily increasing business, and this year larger premises became an absolute necessity. The new building, which is modern in every way, is 100 ft. x 50 ft., and is four storeys in height, and will provide for an output three times as large as the old one. If the growth of the last year or two can be taken as a criterion it will not be long before every inch of the 20,000 sq. feet of floor space will be taxed to the utmost. The latest and most improved machinery has been installed, better work is being done in every department, and a superior finished article is now being made. While business was never so good the increased facilities prevent any delays in filling orders. Sorting orders are promised for three weeks after receipt, and a fine new line of spring goods will be ready for shipment as wanted.

**A USEFUL TRADE PUBLICATION.**—The Canadian Trade Index, published by the Canadian Manufacturers' Association, Toronto, Canada, forms a most useful, convenient, and interesting volume of reference for those interested either directly or indirectly in Canadian trade. This should be of utility either to the retailer who is interesting in becoming acquainted with the various branches of industry in Canada, to the manufacturer who wishes to become thoroughly acquainted with his field, or to those concerned in the import or export of goods, whether foreign or Canadian. The book seems to cover the field in a most thorough manner, while the matter is arranged alphabetically and is generally made most convenient for reference. Indexes in French and Spanish are also included. The book is neatly printed on a good quality of paper and is put up in an attractive cloth cover.

**LIVED OFF SHOE LEATHER.**—Some interesting details of what hungry men will eat in the far North, with their food caches raided and ruined by bears and wolverines, is shown by

chewing. The idea seems capable of expansion. Boiled moccasins might become quite fashionable at Arctic afternoon teas.

**LAIN AT REST.**—The funeral of the late Madame Zephirin Paquet, widow of the founder of what is now known as the Paquet departmental stores, took place on Sept. 21st, to St. Roch's Church and St. Charles Cemetery. The funeral cortege was one of the lengthiest in numbers seen in Quebec in many years, and was representative of the ancient capital's commercial body, among whom deceased's husband was well and favorably known. At the church the body was received by Mgr. Gauvreau, the former cure of St. Roch's parish, who performed the *levee du corps*, while the solemn requiem mass was celebrated by Rev. Father Lagueux, the new cure of St. Roch's, assisted by Fathers Gauthier and Vien, as deacon and sub-deacon. The service was most impressive, and during its course a number of solos were rendered. The chief mourners were the two sons of the deceased lady, Messrs. Zephirin and Joseph Paquet, and her sons-in-law, Dr. Laurin and Dr. Labrecque. The pall-bearers consisted of a



A Window suggestive of Foreign travel.

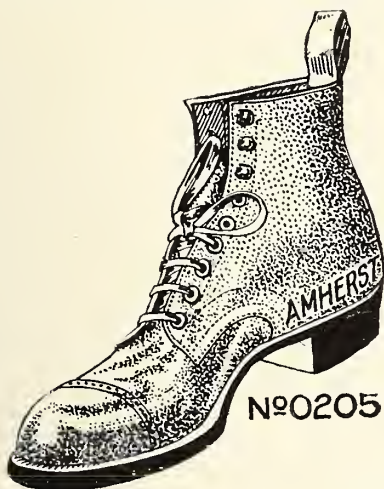
letters written to Hermon C. Bumpus, director of the Museum of Natural History, by Dr. Rudolph Anderson and Vilhjalmir Stefansson, who left New York for the Arctic zone in May, 1908. The scientists, who are making ethnological and zoological collections on the shores of Arctic America for the museum, have travelled four hundred miles east of the mouth of the Mackenzie River. The party ate whale tongue, which, owing to its fibrous nature and to the presence of sea salt, was very sickening. When the tongue was gone the men ate sealskins, deer-skins—which they used for sole leather—and the tough laeces used for their snowshoes. There was sufficient seal oil with the expedition. The oil, about a teaspoonful a day, was consumed to keep away the ravages of hunger. It was taken with deer-skin or feathers, as few of the men could take it "straight." This may suggest to manufacturers the possibility of making a special shoe for Arctic exploration. The soles, or at any rate the insoles, might be made of dried beef or some desiccated form of nourishment. The leather itself might be impregnated with the essentials for making a bowl of soup or for extraction by

number of Quebec's leading merchants, Messrs. J. E. Martineau, J. B. Laliberte, Onesime Pouliot, C. Faguy, Elz. Treparier, E. L'Heureux, Achille Cote and Dr. J. M. Turcoite. After the solemn service the mortal remains of deceased were conveyed to St. Charles Cemetery, where the last sad rites were performed before the remains were lowered into the little mound in which they will rest. Among those who signed the register at the church were His Worship Mayor Drouin, Mr. Letourneau, M.P.P., J. H. Gignac, Mr. G. A. Vandry, President of the Board of Trade; Mr. J. B. Laliberte, chairman of the Harbor Commission and many others.—Ex.

**WANTED.**—Shoe traveller for the Maritime Provinces on a commission basis by a firm in Ontario manufacturing a strong line of River Drivers', Cruisers' and Prospectors' boots, and also a line of high grade solid leather staples in men's, boys' and youths'; Goodvear, McKay and Standard Sewer. Apply, stating experience and references to Box D20, Shoe and Leather Journal, Toronto.



RELINDO SHOE COMPANY, LIMITED.—Recognition of the fact, by the shoe merchant, that specialization is the shortest, and best route to perfection, is no doubt the reason for the great demand for the products of the Relindo Shoe Company, manufacturers of the "Nerve-Ease" shoes for women. Realizing what absolute foot comfort means to the human being, they could see only success awaiting a specially constructed shoe, embodying all the elements essential to solid comfort, as well as style, and excellent wearing qualities. With this in view they set about to invent such a shoe, and the result of their integrity and ingenuity was the production of the "Nerve-Ease" shoe. In the short time that "Nerve-Ease" shoes have been on the market the demand has become great, which is sufficient evidence of the correctness of their calculations. There are several features to this invention of which any one alone should appeal to the wearer of shoes seeking comfort. The nailless heel feature means a cushion heel seat, which is perfectly smooth, it being impossible for nails to come in touch with the foot, on account of the cushion between the foot, and the surface where the nails are clinched. The cushion is made right in a pocket, which is prepared in the manufacture to receive this cushion, in



Amherst Boot and Shoe Co., Ltd., Amherst.

such a manner as to give it sufficient elasticity to eliminate all unnecessary jolts or jars, so irritating to wearers. The wearing of holes in the heels of stockings, when oxfords or pumps are worn, is prevented by the resilient cushion taking up the lost motion in walking. "Nerve-Ease" shoes are made of the very best material consistent with their price, they being made to retail at \$4 and \$5, thus putting them within reach of the great majority of shoe purchasers. They are made in boots, oxfords, and pumps, and are all of the very latest, and most attractive styles, and lasts, and it was a display of these styles, combined with the "Nerve-Ease" feature of the shoe that made one of the most interesting exhibits in the Manufacturers' Building at the Canadian National Exhibition, and which will no doubt be a great help to the many dealers handling these shoes, and finding them very profitable. The most popular styles are always carried in stock, which makes it very convenient for those handling the line, and enabling them by sorting to always keep their stock well sized, thus fresh. It is to be hoped that the appreciation their efforts deserve will always be forthcoming to the Relindo Shoe Co., Limited.

CLERKS HOLD MEETING—The retail clerks of Brantford held a meeting in Union Hall on Friday evening, Sept. 30th, to organize a retail clerks' association. One of the questions discussed was more uniform hours and earlier closing on Saturday nights.

WANTED—Experienced salesman of staple lines to form brokerage company with young man with some capital. Address Box J 67, Shoe and Leather Journal, Toronto.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—There is nothing of special moment to report as far as this market is concerned. The month has witnessed the usual increased activity. The manufacturers have been kept fairly busy. Spring samples are pretty well in hand, and in some instances travellers are now on the road and report business quite up to expectations. The wholesalers and jobbers report a quiet month with business picking up. The sorting trade was light. The retailers have had a good volume of trade, being quite up to the average. The heavier goods are beginning to move. The rubber business has been quiet, but the approach of fall weather is beginning to put some life into it.

**HIDES**—The hide market has been somewhat sluggish during the past month. Prices have eased off slightly, but the receipts are only light. The demand, however, is no greater than the supply, consequently prices have not fluctuated to any great extent. It is reported that in at least one instance a dealer cleaned up accumulated hides at a loss rather than hold on any longer with a declining market. The hides coming in have been of a very good quality, but on account of the approach of the long-haired season it is not anticipated that any advance in prices will take place. Tanners are not inclined to take advantage of the low figures prevailing to lay in a stock for future needs, claiming that still lower prices will prevail. The following are the latest quotations:—

No. 1 inspected steers	10½
No. 2 inspected steers	9½
No. 1 inspected cows	10½
No. 2 inspected cows	9½
No. 3 inspected cows and bulls	8
Country hides (green or cured)	8
Calfskins, city	11
Calfskins, country	11
Horsehides, No. 1	2.50
Horsehides, No. 2	1.75
Lambskins	45

**TALLOW**—The market is quiet, transactions are small. The following are the latest quotations:—

No. 1 cake	5½	6½
No. 2 cake	4½	
No. 1 solid	5½	5¾
No. 2 solid	4	

**WOOL**—A slight improvement has taken place in prices. The following are the latest quotations:—

Washed fleece	19	21
Unwashed fleece	13	14
Rejects	15	

**LEATHER**—The market has continued unchanged as far as prices are concerned. The volume of business done has been quite up to the average. One specially encouraging feature has been the increased export inquiry. The boot and shoe manufacturers have been placing orders more freely but there is not much inclination on their part to anticipate future requirements. The reason of this is that they claim there should be a decline in leather prices in keeping with the easier condition of the hide market, forgetting apparently, that the hides now being used by the tanners were purchased when the market was much higher. Sole leather has sold well in medium and light weights. Patent and colored leathers still retain their popularity. Fancy leathers are receiving the usual attention. The following are the latest quotations:—

### LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing)	27	29
No. 2 Spanish sole (for jobbing)	26	28
No. 1 Spanish sole (for mfg.)	26	27
No. 2 Spanish sole (for mfg.)	25	26
No. 3 Spanish sole (for mfg.)	23	24
No. 1 oak sole	32	33
No. 2 oak sole	29	31
No. 1 oak sole bends	45	50
No. 1 slaughter sole, heavy	30	31
No. 1 slaughter sole, medium	30	31
No. 1 slaughter sole, light	30	31

### Harness leather—

No. 1 U. O.	38
Rejected U. O.	37
No. 2 U. O.	36

### Hemlock Country Harness—

No. 1	33
No. 2	32
Upper, heavy	48
Upper, light and medium	50
Upper, grained	19
Kip skins, French	1.15
Veal kips, Canadian	75
Hemlock calf	75
Imitation French	80
French calf	1.38
Splits, light and medium	24
Splits, heavy	23
Splits, junior	19
Enamel cow, per foot	20
Pebble grain	15
Buff	17
Colored buff	20
Russets, extra heavy per doz.	\$12
Shoe russets, per lb.	50

Russets, No. 2, all grades, lb.	35	40
Glove russets, per doz.	\$9.00	\$12.00

**CUT SOLES**—The market continues firm with a fair volume of business reported. The following are the latest quotations:—

### OUTSOLES.

Oak—	Gauge	Price
Men's No. 1	7-12	30 45
Men's No. 2	7-12	27 42
Women's No. 1	5-8	18 23
Women's No. 2	5-8	16 21
Spanish—		
Men's No. 1	7-12	26 41
Men's No. 2	7-12	23 38
Women's No. 1	5-8	16 21
Women's No. 2	5-8	14 19

### TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX	6	\$4.10—\$2.75	4
Men's XX	6	3.70—2.10	4
Men's X	6	2.25—1.85	4½
Women's XXX	5	2.40—1.95	4
Women's XX	5	2.05—1.45	3½
Women's X	4	1.20—1.10	4
Boys' XXX	5½	2.90—2.35	4½
Boys' XX	5½	2.65—2.20	4½
Boys' X	5½	1.60—1.35	4½

### TOP LIFTS.

Men's XXX	5½	\$1.35—75	4½
Men's XX	5½	1.15—70	4½
Men's X	5	65—50	5
Women's XXX	5	55—50	4½
Women's XX	5	45—40	4½
Boys' XXX	5	70—60	4½
Boys' XX	5	60—50	4½

### SHAPED HEELS.

	Size	Price
Men's	5-8—10-8	8—15c. pr.
Women's	5-8—13-8	7—11c. pr.

### BOX TOES.

Men's ¾	5c. pr.
Women's ¼	3¼c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's ¾	8c. pr.
Women's ¾	6¾c. pr.

**TANNERS' MATERIALS**—The month has shown a fair volume of trade being done. Sumac and gambier have both declined while cod oil has steadily advanced. The following are the latest quotations:—

Degras	2½	3½
Sumac	\$60.00	\$70.00
Gambier	7	7½
Cod Oil, pure Nfld. tanked.	47	50
Cod Oil, Gaspe	40	42
Hemlock extract	3½	4
Oak extract	3	3½
Quebracho extract	3½	4½
Quebracho solid	4½	5

# Montreal Markets

**BOOTS AND SHOES**—On the whole the past month has been a fairly good one in the shoe trade. There have been no material changes taking place in prices. The manufacturers have been busy completing and shipping orders and getting spring samples in shape. Wholesalers and jobbers have been a little quiet, but business is picking up. Sorting trade has been a little slow, but fairly up to the average. The retailers have been doing a nice trade. Rubbers are beginning to move a little but the season is a little early.

**HIDES**—The market continues quiet. Prices have remained stationary with one or two exceptions. The receipts are very light. No accumulations are reported, the supply only being about equal to the demand. Tanners are not very anxious to lay in stocks at current prices, for they are still looking for lower rates. Dealers do not propose to dispose of their holdings at a sacrifice, but prefer to hold on. They claim that there is very little stock in the hands of the tanners and that they will soon be in the market for supplies. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted	10
No. 2 quoted	9
No. 3 quoted	8
Country prices—	
No. 1 quoted	9
No. 2 quoted	8
No. 3 quoted	7

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted	14
No. 2 quoted	12
Country prices—	
No. 1 quoted	12
No. 2 quoted	10
Lambskins	40

**TALLOW**—The market has held firm during the month with about the usual sales at unchanged prices. The following are the latest quotations:—

Extra	6½
Ordinary	6¼
Fair to good	6 6¼

**WOOL**—The wool market is without feature. About the usual transactions have

been taking place at old figures. The following are the latest quotations:—

Canadian pulled wool	27	29
Washed fleece	25	26
Unwashed fleece	15 up	
Greasy Cape	20	23
Prime B A	40	45
Medium	30	35
Northwest wool	17	18½

**LEATHER**—The business of the past month has been most satisfactory. There has been a good demand for almost all kinds of leather, and the export trade has shown signs of improvement. Prices have remained firm at previously reported figures. Sole leathers in both oak and hemlock have met with fair sales. Patent and colored leathers are much in evidence with boot and shoe manufacturers. Tan shoes will be as popular as ever in 1911 if orders placed may be taken as a criterion. Fancy leathers in all shades have been meeting with fair sales at firm prices. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1	27	
Spanish sole, No. 2	22½	23½
Spanish B. A. hides, No. 1	24	25
Spanish B. A. hides, No. 2	23	24
Spanish B. A. hides, No. 3	22	24
Slaughter, hemlock, No. 1	25	26
Slaughter, hemlock, No. 2	24	25
Slaughter, hemlock, No. 3	23½	
Slaughter, oak, No. 1L	26	27½
Slaughter, oak, No. 2M	24	25½
Harness	32	34
Wax upper, heavy	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color	18	22
Patnas, black	8	32
North African	12	18
Chinese	12	36
Box chrome calf—		
A. H. French	23	
A. Hm	22	
A. M	21	
B. H.	22	
B. Hm	20	
B. M	18	
Veal, other European	17	20
Veal X	15	18
Grassers	15	17
Grassers X	14	16

Reject	12	14
Box chrome kips—		
A. H., Swiss hide	18	
A. Hm. Canadian	16	
A. M.	15	
B. H.	15	
B. Hm.	14	
C. X.	13	
Reject	13 down	

Dull chrome calf—		
A	20½	21
B	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A	9	10½
Canadian for upper B	8½	10
Comb'n glaze for upper A	9	9½
Comb'n glaze for upper B	8½	9½
Calfine, A. H., Can. native	9¾	
Calfine, A. M., Can. native	9½	
Calfine, A. L., Can. native	9	
Calfine, B. H., Can. native	9	
Calfine, B. M., Can. native	8¾	
Slats, A. H.	9½	
Slats, A. M.	9½	
Slats, A. L.	9	
Slats, B. H.	8½	
Slats, B. M.	8	
Pickle skins for lining—		
A common pickle	8	
B	7½	
C	7	
Cape A	9	
Cape B	8¼	
Cape C	7½	
Job	5¼	5¾
H Facing	8¼	
L Facing	8½	
Splits, senior, per lb.	21	22
Splits, junior, per lb.	18	19
Splits, senior, per foot	7¾	
Splits H. and Hm. per foot	7½	
Splits, M, per foot	6½	
Splits, Lm, per foot	6	
Splits, junior, per foot	4¼	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb.	22	
Pebble A. L.	10	
Pebble A. L. M.	10½	
Pebble A. M.	11	11½
Pebble A. Hm.	11½	12
Buff A. M.	11	
Buff A. Hm.	11½	
Buff A. H.	12	
Table run pebble	9½	
Job pebble	8	

# Quebec Markets

Manufacturers have had a fairly busy month completing fall orders and finishing up their spring samples. Many of the travellers are now on the road and are meeting with good success. It is expected that business will be very active this year. Some manufacturers hope to have their shops working at their full capacity by the middle of October; that is to say, when the greater part of their orders have been booked. Jobbers report a good sorting trade and seem satisfied with their line. Rubbers are beginning to move and sales will increase as the fall weather comes in. Now that the season is under way, retailers in town are finding that trade picks up rapidly, and the cool spells, which have been quite frequent, have caused a large increase in the trade of heavier footwear. Business has been good, especially in children's boots and shoes. The return of boys and girls to school always creates a boom in these lines. The tendency of the market is toward increased prices.

**HIDES**—During the past month, city and country hides, as well as calfskins, had a decline of one cent. This decline had the effect of producing a fairly good demand in some circles. Tanners have not yet begun to buy in large quantities, being content to buy for present needs only. The supplies at hide dealers at present are good and their quality satisfactory. It is expected that the present prices will not

change for a while. The present quotations are:—

Sheepskins .....	25	75
Sheep clip skins.....	10	35
Lambskins .....	15	50

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	9

## CALFSKINS.

City and country prices—

No. 1 quoted .....	13
No. 2 quoted .....	12

**WOOL**—Little business has been done and dealers have a more hopeful outlook. Manufacturers are buying for their immediate wants only, and will not purchase large quantities until the woollen goods market has been well established. No immediate change is anticipated in quotations. We at present pay:—

Canadian pulled wool .....	22	29
Washed fleece .....	26	28
Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**FISH OILS**—The arrivals of cod oils from Gaspé and Seven Islands are not yet very large. It is said that the fishing season has not been good this year. For this reason it is expected that prices will

suffer a considerable advance. On the whole, business is keeping quiet for the present, and sales effected are of small consuming quantities. We quote:—

Cod oil, Gaspé, gal. ....	23	25
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	50	60

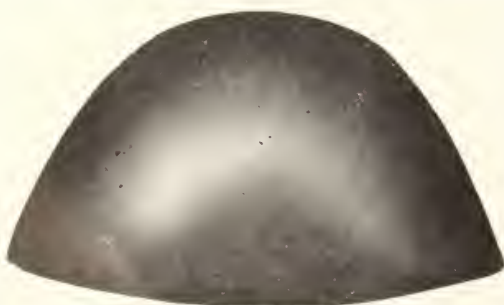
**TALLOW**—The market is featureless with prices unchanged and transactions light. We quote extra tallow 6½¢ per pound.

**SHOE FINDINGS**—The activity in the shoe findings on the local market is not great, although prices are maintaining their firmness, there being no accumulation at dealers. The outlook is fairly good and better prices are expected. The latest quotations are:—

Leather, friction and fibre board	3½	6
Union leather .....	8	9
Stiffners, union .. . . . .	1	3
Stiffners, leather board, per 100 pounds .. . . . .	75	1.15.
Insole leather .. . . . .	7	8
Leather board, per lb. ....	2	3

**LEATHERS**—Business has continued good. There has been an increased volume

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of trade and conditions are reported as improving. In nearly all lines a most satisfactory demand is noticeable. Prices in a few lines have shown a little decrease, one will particularly remark that for split. On the whole, the quotations of a month ago are the figures of to-day. Harness leather has been holding its own. There is still a good call for patent leather. Colored leathers have good sales. Fancy leathers are selling in fair quantities. It is remarked that the exporting trade is very active. Manufacturers are placing orders more freely and the market promises a continued firmness. The latest quotations are:—

Splits, H and Mm, per foot..	8	
Splits, M, per foot .....	6	
Splits, Lm, per foot .....	5½	
Splits, junior, per foot .....	4	
Splits, flexible, per lb. ....	22	
Splits, trimmed, H M, per lb...	32	
Splits, trimmed, M, per lb....	32	
Pebble, A L .....	13	
Pebble, A L M .....	13½	
Pebble, A M .....	14	
Pebble, A H M .....	14½	
Buff, A M .....	14	
Buff, A H .....	15	
Moccasin leather, red, per stamp		
weight, lb. ....	10	
Oil grain (Quebec) per foot..	17	18
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3.25	
Glove grain .....	15	17
Heavy grain .....	15	17
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	14	21
Patent kid .....	36	46
White alum .....	11	15
Sumac .....	9½	11

Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

LEATHER.

Harness leather—		
No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	28	
Splits, junior, per lb. ....	27	
Splits, senior, per foot .....	3	8

TANNERS' MATERIALS—The market is a little more active and prices remain firm. Some small contracts have been placed. While supplies are large enough to meet the needs, there is no surplus of any size reported. We quote:—

Degras .....	3½	7
Sumac .....	\$69.00	
Gambier .....	5½	6½
Hemlock extract .....	4¼	5
Hemlock bark, per cord....	8.00	7.50
Oak extract .....	4	4½
Mineral tanners' extract ....	6	7½
Scuth, lb. ....	4	

Quebec, 25th Sept., 1910.

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# American Markets

## HIDES

**PACKER HIDES**—The Chicago market has been somewhat uncertain. Cattle receipts are fairly large. Tanners are not inclined to buy ahead owing to the near approach of the long-haired season. Packers are holding prices firm. Native steers sold for 16c for August and September kill; April hides brought 14½c, and a lot of February and March 14c; June hides are still available at 15½c; extreme light native steers of December kill were cleared at prices varying from 11½c to 13¾c, according to take-off. Spread steers are being held at 15c for January to June kill, and 18c is being asked for June to January kill; sales have been reported at 16¾c to 17c. Butt-branded steers were sold at 13¾c f.o.b. Missouri River points for September and October take-off. Texas steers of September kill sold at 14¼c; heavy September hides are being held at 14½c. Colorado steers sold at 13½c for October kill. Heavy native cows, over 55 lbs., of late kill, are held at 14¼c to 14½c. Light cows, under 55 lbs., sold at kill. Extreme light native cows, under 43 lbs., sold at 13¾c f.o.b. St. Louis. There is not much doing in branded cows, packers are said to be pretty well sold ahead at 12¼c. Native bulls are held at 12c for late salting but sales are reported at 11½ for earlier date. Branded bulls are quoted 10¾c to 11c for late salted hides. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spready .....	15	18
Heavy .....	16	
Light .....	14½	
Texas steers—		
Heavy .....	14	14¾
Light .....	13	13¾
Extreme .....	12	12¾
Butt-branded steers .....	13¾	
Colorado steers .....	13¾	13½
Native cows—		
Light .....	13½	
Heavy .....	14¼	14½
Branded cows .....	12¼	12½
Branded bulls .....	10	11
Native bulls .....	11	12

**COUNTRY HIDES**—The market is rather quiet and buyers are playing a waiting game. No. 1 steers, free of brands and grubs, 60 lbs. and up, are held at 12c for No. 1, but tanners are only offering 11½c. No. 1 cows, free of brands and grubs, 60 lbs. and up, brought 11½c for specially good short-haired stock running about 65 per cent. No. 1's. Regular receipts are

held at 11c but this figure would no doubt be shaded in car lots; buyers are only bidding 10½c. Branded cows and steers sold at 9½c for Winniepegs in bundle. No. 1 buff's, free of brands and grubs, 45 to 60 lbs. are reported quiet and tanners are offering only 10c. Sales are reported, however, of short-haired buff's of good quality at from 10¼c to 11c. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are reported sold at 11¼c to 11¾c. No. 2 extremes can be bought at 9½c. Offering of No. 1 bulls have been turned down at 9½c; there seems to be little demand for them. No. 1 kips are in fair demand. Sales of short-haired skins are reported at 12¾c. Packers' skins are held at 14½c to 15c. No. 1 calfskins, 8 to 15 lbs., are easier and receipts are light. First salt Chicago city skins sold at 17c and outside city skins at 16½c; a lot of country skins were taken at 15c. Light calf and deacons are quoted at \$1.07½ to \$1.10 and 87½c to 90c respectively. Sales are reported of packer calfskins at 17½c. Horsehides run from \$3.75 to \$3.90. The following are the latest quotations:—

No. 1 cows .....	10½	11
No. 1 buff's .....	10½	10¾
No. 1 extremes .....	11¼	11¾
Heavy steers .....	11½	12
No. 2 heavy steers .....	10½	11
Calfskins .....	16½	16¾
Kips .....	12½	12¾
Deacons .....	87½	90
Slunks (packer) .....	85	
Slunks (country) .....	50	
Horsehides .....	\$3.75	\$3.90

## LEATHER

**OAK SOLE**—There is a good enquiry but stocks are small. Prices have been fairly well sustained, but boot and shoe manufacturers in some of the large centres are rather slow in placing orders. The following are the latest quotations:—

<b>Scoured backs—</b>	No. 1.	No. 2.	No. 3.
Light .....	38-40	34-36	31-32
Heavy .....	38-40	34-36	31-32
Medium .....	38-40	34-36	31-32
And other grades in proportion.			

<b>Scoured bends—</b>	8 to 10 lbs. ....	46-47	44-45	42-43
	10 to 12 lbs. ....	46-47	44-45	42-43
	12 to 14 lbs. ....	45-46	43-44	41-42

<b>Texas sides—</b>	No. 1.
XX free of brands .....	35
X h'v free of brands .....	34
A h'v one brand .....	33
B h'v two brands .....	32
C h'v more than two brands .....	31

### Texas bends—

XX .....	53	
X .....	45	47
A .....	44	45
B .....	43	
C .....	42	
X .....	46	48
A .....	44	46
B .....	44	46
C .....	43	

### California sides—

<b>Light—</b>	No. 1 .....	28
	No. 2 .....	33

### Medium—

No. 1 .....	28
No. 2 .....	26

### Heavy—

No. 1 .....	30
No. 2 .....	28

### California backs—

<b>Light—</b>	No. 1 .....	32
	No. 2 .....	30

### Medium—

No. 1 .....	33
No. 2 .....	31

### Heavy—

No. 1 .....	35
No. 2 .....	30

**ROUGH LEATHER**—The market has not experienced such a slow period for some months. No. 2 is being taken by the wetting people at 27c to 28c, but there is little inquiry for No. 1 hemlock at 31c. Rough splits in light weights are a drug on the market. The following are the latest quotations:—

### Hemlock.

Card .....	34	
No. 1 .....	31	
Steers, No. 1 .....	30	31
Steers, No. 2 .....	27	28
P D'g'd .....	24	
Bulls .....	24	

### Oak.

	No. 1.	No. 2.	No. 3.
Country, light .....	31	28	25
Country, medium .....	31	28	25
Country, heavy .....	31	28	25
Packer, hy .....	35	34	

**SPLITS**—There has been improvement noted during the month. More interest is being shown in the light weights. The following are the latest quotations:—

	No. 1	No. 2
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26-33	23-29
Junior's better .....	25	23
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A light russet color is sometimes desired on vegetable tanned leather. To get such color without weakening the strength of the fibres, the skins or sides should be treated with borax and lactic acid, then with fustic liquor and then with some suitable coloring material. The following process is especially suitable for obtaining a light russet color on combination tanner leather. To prepare the bleaching liquor, put one bushel of rye bran into a barrel filled with warm water, and let it stand until it is thoroughly sour. Use three pails of this sour bran liquor and four pounds of borax for one hundred and fifty pounds of leather that has been fat-liquored and dried. Dampen the leather with warm water; and when it is soft put it into a drum together with nine pailsful of water heated to 90 degrees. Add the borax dissolved in hot water to the water in the drum and run the leather in the solution fifteen minutes; then throw the bran liquor into the drum and drum the leather fifteen minutes longer. The borax cleanses and saponifies whatever fat there may be in the grain of the leather, and the lactic acid in the sour bran opens up the grain so that bright and clean coloring is obtained. A weak solution of sulphuric acid may be used in place of the bran liquor, but it is more apt to weaken the leather. After the treatment with

borax and bran, the leather should be washed very thoroughly, and given the fustic liquor. Dissolve two pailsful of fustic extract and two quarts of salt in a barrel half full of boiling water, then fill the barrel up with water. For one hundred and fifty pounds of leather use three pailsful of fustic liquor and eight ounces of alum. Dissolve the alum in a little hot water and add it to the fustic liquor, then add the fustic alum to nine pails of water heated to 90 degrees. Drum the leather in this solution fifteen minutes. Dissolve eighteen ounces of Philadelphia yellow, thirteen ounces of Nankin yellow, and six ounces of cream yellow. Add to the dye solution nine pails of water and use the solution at 110 degrees, running the leather in it twenty minutes. Use alum to set the color. Dissolve a double handful of it and add it to the water in which the leather is rinsed after coloring. Rinse the leather in the alum water, dry and finish it. Leather that has not been fat-liquored may be cleared with alum and salt, then drummed in fustic liquor and colored, dried, dampened, fat-liquored, dried again, and finished. Good results are also obtained by fat-liquoring the leather, drying, bleaching, and coloring it, then fat-liquoring it again and finishing it. The method of leather in the foregoing manner produces light, uniform russet color.



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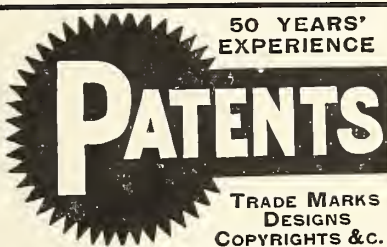
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in all lines of Men's, Boys', Youths', Women's, Misses', and Children's in first-class and medium MacKays—the best for the money. Fit well. Wear well. Our travellers are on the road with a complete set of new samples for spring.

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**That you need in your Heel Business.**

<b>“Maltese Cross”</b>	(Separate Cartons)	<b>Black and Gray</b>
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Made of a tough live rubber compound which is just soft enough to give the most ease and comfort, and just hard enough to give the most wear. If you have never handled these heels, send for a trial lot. Catalogue No. 8, with sizes, shapes and prices, now ready.

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# THE CANADIAN SHOE & LEATHER JOURNAL

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¶ What chance would a child have of becoming strong and skilful if he stood idly by while his comrades were at play? He would remain puny and inefficient. He must imitate, strive, attempt, butt in, take risks, be jostled and learn to take punishment. And a business man who stays out of the advertising game for fear, he will "get hurted" in his most sensitive spot will always be more or less of a "Sissy" in commerce. The perils of abstinence are greater than the perils of participation.

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VOL. XXIV

No. 11

NOVEMBER  
1910

Acton Publishing Co., Ltd.  
Toronto, Canada

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*Blue Back Waterproof Stock*

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*For Moccasins*

**Chrome Sole**

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*Black, Tan, Olive, Drab*



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You have certainly had your troubles, Mr. Shoe Manufacturer, keeping Colored Leathers clean when going through the factory. The open pores, which make the leathers for Spring and Summer lines cool on the feet, **give the dirt a chance to strike into the grain.**

But we have been studying, experimenting and have solved the difficulty with our

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**London Brown Chrome Russia No. 88**

By a special treatment in the finishing, not only is the openness of pores preserved, but without in the slightest breaking up the grain, the leather is made impervious to dirt, stains and finger marks so that the shoe after going through all handlings may be washed and made as bright and new and clean as when it left the cutting room. And there is something more.

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# CORK SOLED SHOES THAT KEEP OUT THE WET



THE DRYFOOT PROCESS has solved the cork shoe problem that for so long was "a thorn in the flesh" of the manufacturer and the dealer. It produces a cork soled shoe that is *absolutely waterproof*. ¶ In this DRYFOOT PROCESS the cork sole is backed with waterproof canvas extending over the entire bottom of the shoe and nearly to the edge of the outer sole. ¶ The DRYFOOT WELT acts as the cork casing and is sewed in at the same time as the regular leather welt, making a one-seam operation. The extra welt (occupying as it does the place between the regular leather welt and the upper, with the stitches passing through, and the tension of the seam pressing the two leather surfaces together), acts like a gasket, serving the same purpose as the rubber ring on a fruit jar. ¶ The result is a *cork soled shoe that keeps out all moisture*, and because of the one-seam operation, *adds nothing to the cost*. No special machinery, no hand work, no change of patterns are necessary. ¶ The manufacturer who is not using the DRYFOOT PROCESS, the dealer who is not handling DRYFOOT SHOES, are turning down a big, husky opportunity that is hammering at their doors. Write for further information and list of manufacturers using the DRYFOOT PROCESS.

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Montreal - - - Quebec



# See That She Gets "Canadians"

Perhaps she will insist on having "Canadians" but even if she doesn't, sell her the rubbers with this Trade Mark on



The Stylishness, the Lightness, the Serviceability of "Canadians" develop throngs of well-pleased, come-again customers.      \*      \*      \*      \*

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footwear for men is made  
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*Every day you're not selling  
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losing money.*

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**BRAMPTON . . . ONTARIO**



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Possesses that style  
which can only be at-  
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"the artistic" in their  
makeup, working upon  
attractive up-to-the-  
minute lasts.

Sold direct to the  
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the middleman's profits.

**ORDER NOW FOR SPRING**

THE

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**ONE OF  
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McCREADY'S**

A high-class Ladies' Button Shoe, in a beautiful Velour Calf, Goodyear welted sole and two inch Cuban heel.

There are many others just as nice.

**Ask to See Them**

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Satisfaction**

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Shoes  
Of Such  
Genuine  
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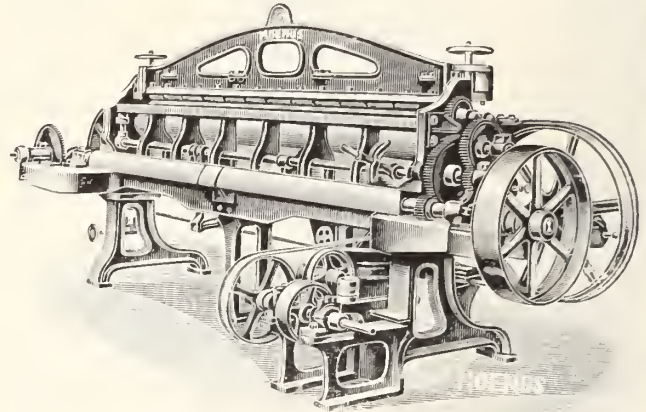
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\$2.25 No. J0327 \$2.25

This welt boot is one of the most popular in the Utz & Dunn Co. line and is extremely attractive at the price. On the stylish Plaza last, with short forepart, Gun Metal,  $\frac{3}{4}$  fox,  $1\frac{3}{4}$  in. heel.

READY TO SHIP



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Another popular boot at a popular price, also on the stylish Plaza last. This blucher will please and hold your most fastidious trade. Gun Metal, straight fox, with  $1\frac{3}{4}$  in. heel—a welt.

READY TO SHIP

THERE is no dead wood in this stock line. Every number a live seller.



Neither are there any poor fitters nor poor wearers. Every shoe a trade winner.



Welts, Turns and McKays for your older trade.



Welts and McKays for misses.



Straight Welts for children.



Some numbers for style, others for comfort.



Rompers  
Little Wanderers  
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Terms, three per cent. thirty days.



**“The Line That Does Business”**



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A patent leather welt boot which has been much in demand for fall and winter wear. On the stylish Rochester last, with short vamp, mat calf straight fox, tip and  $1\frac{3}{4}$  in. heel



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*The*  
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It is a staple line of Boots and Shoes like

# The SURPASS

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SHINE WHEREVER THE SUN DOES

Recognition of the fact, by the consumer, that NUGGET Polishes give the greatest measure of satisfaction is the reason for the increasing demand.



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Toronto - - - Halifax



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**His Stock is FRESH and NEW and BRIGHT**

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Are we pleased with our spring showing? That is putting it mildly. You are sure to like the many styles, fresh and up-to-date and built on lasts that represent the "last word" in shoe designing.

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We handle the lines of all the well-known manufacturers and you can depend on our filling promptly any need in felts.

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Never have we shown a larger or more varied line of these goods. Neat and dainty and warm and serviceable. Look them over.

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Hockey Boots, Skating Boots, Hunting Boots. Every sort of footwear for use in every sport.

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Particular attention has been given to the goods of lumbermen and if you do any trade at all in this line you can't afford to pass us by.

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FOR MEN  
WOMEN &  
CHILDREN.



YOUR JOBBER WILL SUPPLY YOU

H.W. TRICKETT LTD. WATERFOOT, ENGLAND.

# TEDDY BEAR SLIPPERS

Design Regd

The latest  
Novelty in  
Childrens  
Slippers

"THE HIT  
OF 1910"



GOLD MEDALS AWARDED  
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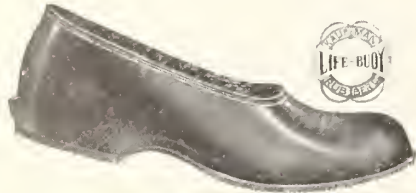
No. 356. Women's Blizzard



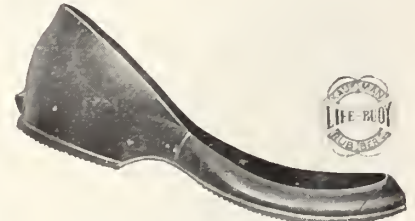
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All Styles of  
**LIFE-BUOY**  
**RUBBERS**  
 for all kinds of  
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**THEY FIT**  
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## Tilley's

TWO  
SIZES  
40 & 75 Cents



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TWO  
COLORS  
Black and Tan

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Extra Special Values in  
Mohair, Leather and Silk

# Chas. Tilley & Son

*Manufacturers and Jobbers*

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SOLE MANUFACTURER OF

## "TAILOR-MADE" OVERGAITERS and LEGGINGS



First for  
**FIT—  
FASHION  
and QUALITY**



(REGISTERED)

See that this Label is on  
the inside

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**DON'T OVERLOOK OUR NEW LINE  
OF CHILDREN'S WELTS 1 TO 7½**

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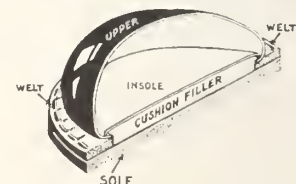
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Hand Lasted



In Red, Tan and Black Tops



Non-Rip Sandal



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**LADIES' BOUDOIR SLIPPERS**



Ladies'  
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Make the Feet  
Comfortable

"Never-Slip"  
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IN ALMOST EVERY COLOR



*So-Cosy*



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**WHERE  
AMHERST  
MAKE  
EXCELS**



CHOICE UPPER STOCK  
SOLID LEATHER HEEL STIFFNER  
AMHERST MAKE  
WAX SEWED SEAMS  
SKILLED WORKMANSHIP  
ALL LEATHER HEELS  
TOUGH SOLID LEATHER OUT AND INSOLES  
DOUBLE TIPS

**7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR**

**Shoe Tacks  
Shoe Nails  
Shoe Rivets**

- Hungarian Nails  
Channel Nails  
Hob Nails

We make all kinds of Tacks and Nails for the Boot and Shoe Trade.

**The Montreal Rolling Mills Co.**  
MONTREAL

**O'SULLIVAN'S  
RUBBER**

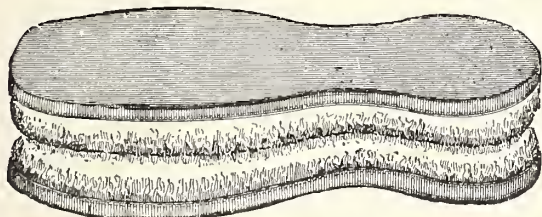
Gives a soft easy tread that removes all the jar from walking and soothes the nerves



**Safety Cushion  
HEELS**

Worn in all the large Hospitals by Nurses and Doctors

All Sizes for Men and Women



**"GEM" Lamb's Wool Soles**

mean no more "cold feet."  
You can sell a lot this winter.

**"IMPERIAL" Brand  
OVERGAITERS and  
LEGGINGS**

Stylish  
Good Fitters  
Ready Sellers

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Wholesale Shoe Findings and Shoe Stores Supplies

## THESE TWO



¶ Of special construction, embodying all the elements essential to make it absolutely COLD and MOISTURE Proof is the Doctor's Antiseptic Shoe. Goodyear welted, specially stitched, with three soles including the centre sole of antiseptically treated asbestos, soles and uppers waterproofed, and the whole constructed to show style and withstand extraordinary wear and tear.

¶ Made in New Shade Tan Winter Calf, Chrome Box Calf and Chrome Storm Black Calf. Ask your jobber about it.



¶ A combination of foot ease, style and extraordinary wearing quality is really what comprises the Professor Gold Cross Shoe. Kid, of the softest nature, yet strong and durable, is used in the building of this shoe. It is constructed along anatomically correct lines and made in E, EE and EEE widths. Callouses are prevented from forming on the sole of the foot by a MEDICATED CUSHIONED Innersole which gives it a soft easy tread. Your jobber will tell you all about it.

## THE TEBBUTT SHOE & LEATHER CO.

THREE RIVERS, QUE.

# THE CANADIAN JOURNAL SHOE AND LEATHER

Vol. XXIV, No. 11.

TORONTO, NOVEMBER, 1910.

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## Current Comment

At the close of the American war an attempt was made to "break" Canada by the abrogation of the reciprocal trade arrangement that had up to that time existed between this country and the United States.

### Reciprocity Wanted

It most assuredly was a severe blow to our infant commerce to have our largest customer suddenly shut his door in our face, but we "bucked up" as a matter of necessity, and inside of ten years put up a tariff wall of our own. Then came the McKinley tariff, which was another body blow aimed at Canada, and this has since been followed successively by other tariff enactments that have been intended more or less as "medicine" for this country. In spite of it all Canada has gone along attending to her affairs, and incidentally building up a foreign trade in other quarters. Within the past five or ten years a movement has been on foot in the states contiguous to the Canadian border seeking to reduce this policy and proposing the olive branch of reciprocal trade relations. Had this most sensible idea found sympathy and endorsement twenty or thirty years ago on the other side of the line, both countries might have enjoyed a profitable exchange of commodities that would have meant hundreds of thousands of dollars to both. Canada has never been averse to an exchange of natural products upon a sensible, business-like basis, and will be glad to meet the United States or any other country that is prepared to make a fair and honorable commercial proposition. Just now both coun-

tries are suffering from anomalies in the tariff that might be adjusted to mutual satisfaction and profit.

Although the day set apart by the Federal Government for public thanksgiving for national and individual mercies is more or less strangely observed as a rule, it is a good thing that there should be such an anniversary on our calendar. It is well that we should not, as a people, forget the source of the bounty that reaches us so freely, and thus it might be better if the spirit of the occasion were more fully realized and manifested in a more suitable manner. As it is, the occasion seems to be seized eagerly for military manoeuvres, ball games and shooting tournaments. Nevertheless the opportunity is provided, and the church is responsible for making the proper use of it. On the other side of the line Thanksgiving is a fixed festival, and is regarded as primarily a time for family reunions. With us the observance of Christmas is so marked by this feature that it is not probable that Thanksgiving Day will to any extent usurp its claims.

In Canada we seem to have within the past month or two an epidemic of homicide, and the fact was referred to recently by an Ontario judge sitting upon one of the several cases who remarked that in times of prosperity human life seemed to be lightly regarded just as in times of want property suffered at the hands of the lawless. It cannot be said in this country that any laxness in the enforcement of the law is responsible for crime, as might be urged in some other countries. It seems to be less of an epidemic really than a mere coincidence, and while it may appear as though there were something in the claim of the learned judge, it is hardly

### Homicidal Tendencies

fair to attribute any of the crimes at present under consideration to commercial and industrial conditions. Speaking of the cheapness of life, the law itself less than a century ago recognized over three hundred crimes for which the death penalty might be extracted. For stealing a loaf of bread a man might go to the gallows. We have travelled some distance since then in the path of Christian civilization.

We are experiencing a repetition of the furore that existed a decade ago in the matter of combinations or mergers. Where these amalgamations of capital and plants are the result of an effort to cheapen production and distribution, little can be said against them. As a rule, however, the first genius of them is the making of promotion money and the fleecing of the public to pay dividends on watered stocks. Taking a recent case as an example, those on the inside admit the product can be profitably made and sold at one-half the current price, but in order to pay handsome dividends on watered stock and provide fat salaries for officers, the price has to be maintained at its present ridiculous point. One of the most beneficial things the present government could do for the people of this country would be to appoint a royal commission to enquire into the results of recent commercial amalgamating in Canada. Some startling revelations would ensue that might have some effect upon tariff legislation in the near future.

Anyone who has any knowledge of philanthropy in our large cities and towns must be impressed with the tremendous waste, as well as the injustice of the hap-hazard methods that prevail in dealing with the needy, especially during the winter months. There are hundreds and perhaps thousands of people who practise upon the sympathies of well-disposed individuals and organizations who are not in the least deserving of help, while hundreds of others who need a lift on a rough spot remain uncared for. In one gentleman's experience in one of our larger centres, a family was found that had received help from the House of Industry, three charitable societies, two or three churches, a couple of missions and a number of private individuals. They toiled not, neither did they spin, and yet Solomon in all his glory was hardly better provided for. There ought in every community to be a centre through which this sort of

thing could be controlled if not directed, and this is about the time of year when the matter should be discussed.

Here is a word painting taken from Parkman's "Old Regime In Canada," that is worth "hanging up." Regarding the expedition of Tracy and Courcelle against the Mohawks in 1666. He says "They crossed Lake Champlain, and launched their boats again on the waters of St. Sacrament, now Lake George. It was the first of the warlike pageants that have made that fair scene historic. October had begun, and the romantic wilds breathed the buoyant life of the most inspiring of American seasons, when the blue jay screams from the woods, the wild duck splashes along the lake, and the echoes of distant mountains prolong the quavering cry of the loon; when weather-stained rocks are plumed with the fiery crimson of the sumach, the claret hues of young oaks, the amber and scarlet of the maple and the sober purple of the ash; or when gleams of sunlight, shot aslant through the rents of cool autumnal clouds chase fitfully along the sides of glowing mountains. Amid this gorgeous euthanasia of the dying season the three hundred boats and canoes trailed in long procession up the lake, threaded the labyrinth of the harrows—that sylvan fairyland of tufted islets and quiet waters—and landed at length where Fort William Henry was afterwards built." The absolute trueness to life to-day of this Canadian picture will be realized by most of our readers.

The overthrowing of the throne of Portugal was a matter of general expectation, although the coup occurred much more suddenly than most people expected. This seems to be an off year for royalty, and it looks as though down-trodden Europe, like the worm, were turning. There is no doubt a great deal of unrest in these older countries is brought about by over taxation, the clash of interests of the classes and the masses, and last, but not least, the tyranny of ultramontaniam. The most casual observer in passing through Italy, Spain, Russia and even Germany, will catch the mutterings of a storm that will undoubtedly burst some day upon these countries, and it is not sure that other countries less subject to despotism, landlordism and over taxation will escape a shaking in the upheaval.

Charles A. **AHRENS**  
AND **Company**  
BERLIN, ONT.

Manufacturers of  
**Solid Leather**  
**Shoes**

All lines, all sizes from  
Children's to Men's  
Also **SLIPPERS**

## Stray Shots

These days people are looking for easy ways of making money, but when they make it they find plenty of easy ways of spending it. "Come easy, go easy" is a very apt proverb. When a man puts in good hard licks at gathering a little store of the needful he is not likely to let it foolishly slip through his fingers. It is the fool who has money left to him or the "lucky dog" who suddenly makes a pot out of stock manipulation that finds himself on his uppers in a year or two. "The substance of the diligent man is precious." The man who makes money by hard honest toil knows its worth. Besides all this there is something to be proud of in rightly accumulating it. He who can say, "I have made this with my own hands or with my own brain" may well take pride in the profitable use of the talents with which Providence has endowed him.

You get out of life what you put into it. It was a lazy knave who originated the saying that the world owes every man a living. It is one of those mischievous lies that has caused much trouble amongst those who are on the lookout for explanations or excuses of their so-called misfortunes. The world owes no man a living. Every man owes to the world the best he can give it, and it is more prompt to return him his own with interest than any bank. Every whiner along this line pronounces judgment on himself. "He that tilleth his land shall be satisfied with bread." The man who gets up and hustles is never found amongst the "weary willies." If your store or your business is not a success don't go looking outside for causes, begin with yourself. Laziness or carelessness will kill profit more quickly and effectually than any outside influence.

None of us likes to be "called down" and few of us care to be even politely reproved. It takes a pretty good man to stand correction and yet if we would only listen a while now and then to the opinions of others we might be the better for it. "He that hateth reproof is brutish." To say we do not give a rap for the opinion of others is often a confession of stupid obstinacy, or putting it more plainly, downright pigheadedness. When you are put in the wrong be courageous enough to acknowledge your fault and take your medicine like a man. To get up and go off in a huff when you are criticized or reproved is a sign of weakness. When Nathan said to David, "Thou art the man" the accused king might have had the prophet's head knocked off his shoulders and thus silenced reproof. But he dropped his own head, acknowledged his sin and sought forgiveness.

In this country there is a law against carrying jack-knives and pocket guns. As a result a man is safer on the streets than he would be in some other countries. If there were only some measure of protection against sharp tongues and character smashers what a heaven we would have. There are people who take a pride in "saying what they think," and they go on from day to day trampling upon other people's feelings and wounding to death at times those who have no means or ability to hit back. There is the poignard tongued snake in the grass who strikes at the reputation of his fellow and rejoices when he sees him writhing in the agony from his venomous sting. "There is that speaketh like the piercings of a sword, but the tongue of the wise is health." Is the community in which you live healthier because you breath its atmosphere?

Did you ever know a lazy man who amounted to anything? Did you even know one who was not working twice as hard to escape work as he would have to if he were to "buck up" and bear his proper share of the load? You must pay for your laziness in some way. "The slothful shall be under tribute."

There is no escaping the tax. There are men working rented farms all their lives and worrying their heads off with debt who might have owned their homesteads if they had only been willing to get up a little earlier and work a little later to get a good foundation. There are men in business who are grubbing along paying interest on past due notes and letting wholesalers control them who have had the same chances, perhaps better, than some of their neighbors who own their establishments and take their discounts, but they preferred ease to hustling and good eating to hard thinking.

At the bottom of all this feverish haste to be rich is the spirit of covetousness and the evil of covetousness lies not in the desire to get but to get in a wrong way. NETS AND ROOTS The curse of this evil-getting is not the mere grasping, but the wrong methods involved, and, worse than that, the acceptance of a principle that is as mean as ever was invented. "The wicked desireth the net of evil men but the root of the righteous yieldeth fruit." It is this wanting to gather by the net that which should be the result of healthy growth that is so destructive to character. Baalam said, "Let me die the death of the righteous and let my end be like his," but he was not willing to live the life of the righteous. The process of getting is more important to you than what you get.

None of us are so wise as to be able to afford to ignore the wisdom or experience of others. "He that harkeneth unto counsel is wise." Listen to well-meant advice and be thankful you have those interested enough in you to stop and counsel you. There is a great difference between listening to counsel and being influenced by every Tom, Dick and Harry who "butts in" and tells you what he thinks you ought to do. The hardest man to advise and the one who needs it most is the fellow who prides himself on his judgment. The man most open to advice is usually the one who is most competent to choose his own course. Wisdom and humility are handmaids who travel together. Some of the wisest of earth's philosophers and scientists have acknowledged their indebtedness for ideas to some of their humblest and most ignorant friends, and often to childhood itself.



It is often galling to see the liar flourish like a "green bay tree," but it is comforting to know that "a lying tongue is but for a moment." Death and taxes are no surer than the end of the habitual liar. It was Abraham Lincoln who said, "You may fool some of the people all the time and all the people some time, but you can't fool all the people all the time." It is a pity the liar does not see the end of his tortuous path and save himself the trouble of all his wiggling and side-stepping. If you have begun a career of deception and trickery pause and think of the words of the Wise Man—"A lying tongue is but for a moment." Where will you be five, ten or twenty years from now if you take the liar's path? No liar can ever live down his past like a drunkard or libertine. The shame of a crooked reputation can never be quite wiped off.

*Solomon*



A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN 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 nickel 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 these 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  trade mark—no Fast Color.

**United Shoe Machinery Co'y of Canada**

OFFICE AND FACTORY: LaGauchetiere and St. Monique Sts. - MONTREAL, QUE.

# English Impressions

The contrast in conditions generally between the old world and the new is, to say the least, most marked. The first thing that strikes one in England, for instance, is the age of everything, from the velvet-like lawns that have taken hundreds of years in the making to the "ivy-mantelled towers" that speak of men and ages long since past.

In Canada the trees one sees in even our oldest farming districts have a newness about them that makes them seem youthful beside some of the magnificent oaks, beeches and elms one passes in a saunter through the rural parts of Old England. The famous Burnham Beeches at Stoke Pogis, referred to in Gray's "Elegy," written a hundred and fifty years ago, still look upon the scene that inspired the finest poem in the English tongue. Hedges well kept and beautiful in their emerald sheen take the place of our snake and wire fences and the farm people seem to have a stronger sense of the aesthetic than in newer countries, for one sees everywhere such charming old farm houses, quaint stone and hedge gateways, blooming gardens and other exquisite touches, that speak of the love of "home and beauty," that characterizes the Englishman. The roads, some of them centuries old, are kept in splendid condition, so that driving, motoring or cycling becomes a genuine pleasure. One is struck, however, with the comparatively small proportion of land that is under cultivation. There are whole tracts of parks, commons, downs, moors and the like that have never felt the plough. Even cattle-grazing is not carried on to the extent that might be expected from such splendid facilities that exist for it. The railroads in England afford a pattern from which our own might profitably take a few pointers. In the first place, the passenger accommodations is always ample, and crowding such as we have here is not tolerated. While the compartment carriage is often sneered at, it has undoubted advantages over ours, in the fact that it does not permit the heterogeneous mass of humanity to be packed into it that the ordinary day coach in America is often compelled to carry. Then the trains run on time, and one can absolutely depend on reaching his destination on the very tick of the minute indicated upon the time card. One is satisfied in this country to get in after a journey of three or four hundred miles within thirty minutes of the time scheduled, and when a train arrives on time here it seems to call for comment amongst the passengers, whereas if it did not in England there would be quite a hubbub. Far more important, however, is the safety of travel in England. Accidents are scarce, because the law compels the ut-

most care in the running of trains. A rear-end collision over there is an unthinkable proposition, because the railroads use the block system, which prevents a train leaving one station until the one ahead has passed the other. The roadbeds are solid and more carefully ballasted, so that with the much larger amount of traffic over there the percentage of accidents is about one to five hundred of ours. The station system is better, as passengers are not allowed upon the platforms before the train is due, and then not without tickets. The baggage system, in spite of the boasted superiority of our checking system, is far ahead of ours. The name or number of the station is pasted upon the article, so that it is not liable to get astray, and as a matter of fact, there are not as many mistakes as with us. The porter system is excellent, and relieves one of the annoyance and trouble of handling even his hand baggage. The compartment door is opened and a man stands ready to carry your traps to your conveyance. He is paid by the company, but it is usual to give him a small tip of a penny or twopence for each piece, according to their size. Here it may be said that the tipping system is reduced to a science in England, and although this science has been somewhat upset by extravagant American tourists, there is still a recognized schedule of tips. A penny is usually regarded as a satisfactory return for any small service, an ordinary restaurant tip being figured at about a penny to the shilling of the bill. Of course, in "high-toned" establishments one may feel like being more generous, but in the ordinary establishment the above is expected by the waiter.

Speaking of restaurants, London is probably the best equipped city for this sort of thing in the world. One can get any kind of an establishment from the cheapest to the most expensive, and certainly the appointments and cuisine of the ordinary business cafe or lunch room would give some of our caterers cause for thought. A comfortable luncheon can be had from one to two shillings, the general charges being for breakfast one and sixpence; luncheon, two shillings to two and six; with dinner from three and sixpence up; the average for a good restaurant dinner being about four shillings. The desserts are not perhaps as numerous or chic as we are accustomed to, but otherwise English catering is fully up to our best. The hotels are somewhat of a disappointment, however, both as to table and lodging. While the rates seem cheaper than ours, the difference in accommodation and table make up for it, while the number of people expecting to be tipped adds considerably to the cost.

Few of the hotels have proper heating and ventilation for comfort and health. In the bedroom are "poky" little grates, and one may have an indifferent fire by paying a shilling extra, while the windows are regarded more as a means of holding out or letting in light than for ventilation.

The street car or "tram" service is much better than with us, and what with trams, motor buses, horse buses and cheap taxis and cabs, one can get about London at less than half the cost in an ordinary American or Canadian city. One can travel a goodly distance in a tram or a bus for a penny (two cents), while a cab will take you within a mile of a railway station for a shilling, with twopence for each piece of baggage carried outside, nothing for inside.

It is most interesting to watch the way the crowds and traffic are handled by the police in London. The officer stands in the middle of the crowded thoroughfare and directs the streams of vehicles this way and that without the slightest confusion or altercation.

It is an exception to see any disturbance on the streets or any block in the immense traffic. English people are lovers of law and orders, and a London crowd, even when made up of the worst elements, can be handled by a few policemen in a way that is a surprise to anyone from this side of the water. It was interesting above everything also, to watch the way the police carried themselves upon the occasion of the king's funeral. It has been estimated that some three millions of people lined the route of the procession, and the fact that there was not a single collision with the police during the day, even where the pressure was the greatest, speaks volumes for the tact of the police and the orderliness of the people. While with a London crowd there is a great amount of fun and chaff, there is seldom that disposition to cross sticks with the police that will be found even in some of our Canadian cities. This is probably owing both to the greater respect for authority that exists in England and perhaps also to the fact that the policemen there are somewhat of a different class. No one who visits London can fail to be struck with the courtesy and intelligence of the men on the force. Not only can they answer almost any question put to them, but they do it with uniform kindness and cheerfulness. The London policeman seems always to have enjoyed a reputation for this.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

# CLARKE'S PATENT COLT

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Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

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# Message Boy's Memos.

*"What I Would Do if I Were a Wholesaler"*

It may seem kind of cheeky for a message boy to tackle a subject like this, but I have picked up a few stray ideas from what I have seen and heard around our shop that may be put down for what they are worth. Naturally the Boss and the staff have their opinion of those who sell the concern goods just as the wholesalers have of those who buy or use their stuff. As I am usually on hand when goods arrive, and have more or less to do with them, I hear remarks that are made when they are opened, and learn a little of the peculiarities of those who supply an establishment with its raw material.

It seems to me that if I were a wholesaler I would try and have the goods that are shipped out as far as possible up to sample. Of course, it must be expected that occasionally the product will fall down on account of accidents or circumstances that the seller can't help, but from what I can see, there is more of this "not up to sample business" happening through direct intention or carelessness than ought. I know that in our place we kind of expect kinks in shipments from certain concerns that seem either purposely to send out inferior goods or employ people around their premises who are not careful of the firm's reputation. I heard the Boss say the other day that he was going to quit dealing with a certain concern because he hadn't time to watch it and keep it straight. I don't see how any business can be a success that gets such a name as that, and I don't see how it can pay anyone to work along this line, or how a firm can expect to dodge its customers and build up a successful business.

I think if I were a wholesaler I would watch the packing and shipping department. We are all the time getting short count, and it makes a lot of bad feeling. There is one concern we buy from that is almost always off in the count. Once in a while the mistake is in our favor, which makes me think that it must simply have some careless chump for a shipper. I should think it would pay to have a good man at a good salary in charge of the shipping department and to have some kind of system in it. The way some goods come in shows what cheap skates some of these wholesale concerns must have handling their goods. All kinds of mistakes take place, not only in the count, but in the way the goods are packed, and I have heard the Boss say things that ran pretty close to profanity when some of the shipments were opened.

What makes our governor madder than a wet hen is to get goods he never ordered. Some houses seem

to think that they have a perfect right to send something else when they haven't the exact thing ordered, and when it is sent plump back they get sassy. A week or so ago we got a shipment which had half a dozen things that the Boss said he wouldn't have at any price, and when he fired the lot back with a good strong letter, the firm had the gall to try and shove down his throat that he ordered them and would have to take them. But he didn't and the firm has lost a customer.

I have heard the Boss say that next to mistakes in shipments passing drafts on him before the goods were delivered made him sore. Last spring a draft was presented at our place and returned four times before the goods turned up. The Boss said he had enough to do to furnish capital for his own business without providing a manufacturer with any. Some of the banks seem to wink at this kind of thing, for they leave the drafts for days and sometimes weeks at a time for the goods to catch up to them. I think, though, it must hurt a firm's business to be so short run as to have to do this sort of thing. It must make a difference in selling its goods, if nothing else.

I can always tell when the Boss gets a nasty letter from a house he does business with. He gets as sore as a boil, and I am sure to get a roast, and the older members of the staff seem to feel they must walk softly for a while. I have seen him keel haul a traveller for this very thing, and the traveller has had to explain the thing away or soften the Boss by telling him what an ass of a book-keeper his firm has. I can see how a book-keeper or inside man who doesn't know how hard it is to sell goods or who doesn't know anything about the customer personally, might write letters that would do his firm hundreds of dollars of damage in a year. I think a man who has charge of the office end must have his own troubles, but he should try more to put himself in the place of the customer, or at least have a talk with the man who does the selling before getting off smart Alec letters that will get the firm's representative fired the first time he enters the customer's shop.

Business is business, but from what I can see of it the more decency and give-and-take there is between the wholesaler and his customer the better it ought to be for both. There is one concern we deal with, and once a year, or sometimes oftener, the head of it drops around and sees the Boss. I tell you it goes a long way to help the traveller and keep things smooth with the office. I don't think our governor

is a vain man, but I think he likes the little attention that this friendly call means. I think, after all, that friendliness counts for a good deal, and if I were a wholesaler I would take my chances in putting as much good nature into my business dealings with customers as I could. Price, of course, counts with everybody, but I have known the Boss to go out of his way even on price with a house whose dealings were always satisfactory, and whose treatment was kind, as well as business-like.

Some wholesale concerns don't half look after their correspondence, especially that part that deals with complaints. I have known the Boss to write three or four times about goods or drafts before he could get an explanation of some error or misunderstanding. And last month a lot of goods came in that were ordered at three months terms and two drafts came in, one for sixty and the other thirty days. Probably they figured sixty and thirty made ninety. The drafts were held, and the governor wrote and it took two weeks to get a reply. Then the firm repudiated the arrangement made by their traveller, and said because the goods were sold at a close price they could not give ninety days. But the way they wrote after all the delay made it appear as though the Boss were trying to cheat them. As the goods came in and were put into stock the Boss told them he would accept their drafts, but requested them to keep their traveller off the premises in future, as he wanted to deal only with responsible people. I think that will keep them thinking for a while.

Yes, if I were a wholesaler I would try and mend my own clothes before I would point at the holes in others. I would see to it that no fault could be found with the goods, their shipment, the terms and the way customers are handled from the office; and if I couldn't get around once in a while to see them I would write customers a nice personal letter once in a while to put myself in closer touch with them. There are a lot of other things I might do, such as asking for suggestions as to the goods and methods of handling them, but perhaps I should be so busy that I could only do about half what I think ought to be done to make a wholesale concern solid with its customers.

As I said before, it may seem rather "fresh" for me to give pointers to men in business before I was born, but even a boy can see a barn door if it is before his nose, and I would have to be both deaf and blind or awfully stupid to miss some of the things that happen in the buying end of our business.

If the editor of the journal has not had enough already of these opinions, I may have something to say about what I would do if I were a customer of an establishment like ours.

SILAS.

## CHEAP LEATHER

The one **CHEAP** leather to-day is **WAXED SPLITS.**

Some people would rather buy a cheap shoe if they knew it combined reasonable comfort with greater wearing quality than can be had in any other shoe.

Some people *must* buy a cheap shoe. Why not give them a cheap shoe made from our Waxed Splits? They are soft and mellow and remain soft in the shoe; our special stuffing process insures this.

They are strong and will wear like iron.

*Lastly*, Mr. Manufacturer, they are so cheap they will make you a big profit if you push Split Shoes from our line.

Ask our representative or write us for particulars.

Flexible Splits also in all substances.

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**A. DAVIS & SON**  
LIMITED  
**KINGSTON - ONTARIO**

# Catalogue Competition

The use of catalogues as a means of extending and pushing business is appealing to enterprising merchants everywhere. It is also being used as a successful means of meeting the catalogue or mail order houses on their own ground, with the additional advantage that the local merchant is in personal contact and close touch with the people whose trade he desires to attract. Mr. A. E. Wilson of Elgin, Manitoba, has kindly enclosed particulars of a campaign which he has found highly successful in his own neighborhood. He also describes his earliest attempts along this line, which should prove helpful to the dealer who is considering the advisability of issuing a catalogue for distribution among his trade:

When I first thought of getting out something along this line it was my intention to just issue a circular of a few lines, but after figuring out the cost, concluded to get out something more.

As the large catalogues are got out by experts I concluded to use their brains, so to speak. And as the lines they were pushing were selling, my first consideration was to get those lines of goods which I found could be handled at an all-round fair profit.

Then, as it was mostly an experiment, and getting it out on short notice, my No. 1 catalogue was devoid of cuts to an alarming extent. However, it brought results, and did so well that I produced No. 2 catalogue in the fall, going to more trouble to get illustrations (which go a long way towards selling the goods).

Then for a twelve-mile radius surrounding my town I made out a mailing list of five hundred names, and had this number of copies printed. My No. 2 catalogue consisted of twenty pages and cost about ten cents per copy. This fall I have just issued a forty-page catalogue, costing about twenty cents per copy. Now, fellow-dealer, where can you get cheaper advertising, for if they only bring in on an average of fifty cents each you have a profit from this source alone of \$150, which is good pay for the fifteen days' time it took me to get out the material, while I looked after my business at the same time?

The results from my catalogues Nos. 1 and 2 were all that could be desired. Before issuing those catalogues I thought I had my business built up as high as it could be made, and handle it alone; but for the year 1909, during which the two catalogues were out, my business was fifty per cent. better than the best year I had since I started business ten years ago. And this spring business was so good I could not get time

to get out a catalogue, with the result that the past nine months business is nearly equal to last year. At the same time the cash taken in during the year 1909 was eighty per cent. of the sales, and this year is holding the same percentage.

Further results are: The customer does not take time to try to beat down your price, for he has compared your price with that of the large catalogue house and decided that the price is what the goods would cost him at his own nearest station, also he has the chance of seeing the goods before buying.

I have also had customers bring the mail order catalogue so as to make comparisons, and after doing so, I have sold in every instance. One order I got this way was for \$200. This was shipped west two hundred and fifty miles, and I was handed the cash six weeks before I had delivered the goods. Again, I found that customers thought they had to buy if they came to the store to ask the price, and being the only furniture store in town, concluded I was high in price. But by sending the price to the customer I have found that he prefers to deal at home, if he sees that the local merchant is trying to meet competition.

I also found I could handle more business with less help, for customers have come in with a list of goods wanted, so there was nothing to do but load up the goods and get the money, thus making it easier, where the show-room was not large enough for the business done.

The only difficulty with the catalogue that I have found is getting my wealthiest customers to pay cash, as they seem to think their money is worth more than other people's, and that the merchant will not send them a bill for fear of losing their trade. However, I think the merchant who studies it out can overcome this trouble.

In conclusion let me say that this is not professional work, but just fitting myself and business to the locality since I started ten years ago. A great many of the ideas I received through the Journal.

**JAMES PRICE,**  
DEALER IN  
**HIDES, CALF SKINS AND PELTS**  
23 and 25 Wellington Street, MONTREAL.  
Highest Price Paid for Hides, Calf Skins, Pelts and Tallow

## LADIES' BOOTS FOR FALL WEAR



OUR display of Ladies' Boots for Fall wear is finer and better than ever; conservative styles that meet with the approval of good dressers and at prices that are very reasonable when quality is considered, one great advantage in buying from us is the assortment of widths carried that assure a perfect fit, coupled with experienced shoe fitters.

Prices \$4 and up.

**Geo. G. Gales & Co.**  
781 ST. CATHERINE ST. WEST.  
Just East of Peel Street.

MAIL ORDERS FILLED



**Fall Walk-Overs are in**

Take two examples:  
"Grease" Calf Bluchers. The most popular leather in America for fall and winter. On the new "Pike" last.  
**\$6.00**

Tan Russian Calf. Stout fall weight. Stout fall soles, new "Pike" last.  
**\$5.75**

**TUTTLE'S**  
203 Barrington St. (Dartmouth, N.S.)



**Walk-Overs for Women**

Women's Gun Metal Calf Blucher. Stout soles. New "Elector" last.  
**\$5.00**

Patent Colt Blucher. Same last and same weight as above.  
**\$5.00**

**TUTTLE'S**  
203 Barrington St.



**Special \$4.00**

Every shoe man says he sells the best \$4.00 shoe. The above style is now showing in winter weights. Tan, dull calf and patent leathers.

THE TEST.

Try one pair of these "Astoria" Shoes in this new Lucky Dog last and be convinced that WE DO sell the best \$4.00 shoe.

**Calbeck & Barber**  
The "Head to Foot" Arcade for Men Who Know

### OUR SCHOOL SHOES

The shoes that make so many trips to school must have sturdy qualities, and they must be comfortable and good-looking shoes, as well.

**OUR BOYS' SCHOOL SHOES** at \$1.50, \$2.00 and \$3.00 are the best School Shoes that can be bought. The leathers, the shoemaking and the form of the shoes are right in every way. Some have the uppers and soles waterproofed.

**OUR GIRLS' SCHOOL SHOES** at \$1.25, \$1.75 and \$2.00 are also unusual values. Several choice leathers. Perfection in school shoemaking. Button, lace or Blucher style. The shoes are foot formed—no detail omitted that could better them.

Buy up in the school shoes, but not up in the Test our School Shoes.

**Moore.**  
Men.

### Please Listen.

We want to briefly tell you the day has come when you don't have to buy shoes made in the United States. Our Canadian factories are now producing goods equal in looks and we think better in wearing value than any imported goods.

30 per cent duty and a profit on the duty runs an inferior shoe up pretty well, and you don't get the value you are paying for.

**Trade at Home**

It will help you and everyone else.

**E. W. SMITH**

could like to prove this to you.

Call at—  
143 St. Paul St., and see.

### THE

*Bee that gets the honey doesn't loaf around the Hive.*

We make this Reference to our

## SHOES

Everyone is a Worker and we keep no Drones.

They keep going and coming and that keeps our Stock Fresh and New. In other words Shelf worn goods have no place in


**E. W. Smith's Store.**

Let us look after your Feet.

The Place —  
143 St. Paul St. Phone 367.

"Gales' Shoes Fit."

## Waterproof BOOTS FOR MEN



A splendid heavy water cut, bellows tongue, extra heavy viscol sole to heel leather and canvas lined—just the thing to wear without rubbers in wet weather.

PRICES \$4.50 10  
Inspection!

**Geo. G. Gales**

**Buy to Advantage.**

Naturally you want to get the very best possible value for your money. A very realizable ambition and one that can be realized if you will come here for your footwear needs.

A few specials for this week:

- Ladies' Box Calf Bluchers, extra wide widths \$1.75
- Ladies' Dongola Bluchers, extra wide widths \$1.99
- Ladies' Patent Leather Bluchers \$1.75
- Child's Strong School Shoes \$1.50
- Boys' School Shoes \$2.00

**C. N. OKE**  
67 ST. PAUL STREET. TELEPHONE NO. 570

### DID

**She Tell Him?**

when he asked where did you get those Pretty

## SHOES

We reckon she did and it was at

**E. W. SMITH'S**

And she might add in appropriate words, to be strictly in it with Shoes that's the place for the Best Goods for the Least Money.

143 St. Paul St. Phone 367.  
(St. Catherines)

### AND MOTHER HASEN'T

**Spoke to Father Since.**

THE REASON She sent him to

**E. W. Smith's**

for a Pair of

## SHOES

He brought home a pair and supposing they were the kind she usually got, wore them and to her sorrow she finds they were not bought at SMITH'S and the corn patch a long while silent, is now again active.

They were sent to the Rum-mage Sale.

143 St. Paul St. Phone 367

### 10 Crushed Morocco

This leather because of its hard, polished surface is one of the most durable leathers known.

Attention is directed to a display of Crushed Morocco Leather Novelties, as shown in one of our St. Catherine St. Windows, in the fashionable pastel color shades.

With Christmas but ten weeks away, these novelties should prove interesting.

**HENRY BIRKS & SONS Limited**  
Phillips Square

### Satisfied

That man looks. Sure He is wearing a Pair of

## SHOES

Purchased at

**E. W. Smith's**

That's the place for Good Shoes. And if you have a corn or more get a bottle of Pure Pop Corn Cure, price and you can put your feet down with pleasure.

143 St. Paul St. Phone 367.

# Ads. and Advertising

No's 1 and 6, by the same firm, are excellent specimens of advertising for men's and women's lines respectively. The broken panel arrangement is catchy in appearance; the illustrations are suggestive. The cut of the ladies' shoe, though merely in outline, conveys the idea of daintiness, up-to-date last, and workmanlike finish. The man's boot indicates solidity, comfort, wear, up-to-date make and the other qualities claimed. These are strong points in the selection of cuts. The type styles are well chosen, being uniform, and harmonizing well in each case. Good descriptions of the various lines are included, also some information as to prices.

No. 2 is a most attractive style of ad. Good descriptions of the lines are a feature in each case. A fact which strikes the reader at once is that a good basis for valuation is given by the concise, yet suggestive descriptions. The typography is good. Few type faces are employed, which gives a better contrast, also a better scope for emphasizing the essential portions.

No. 3 is an excellent type of the small ad. applied to footwear. Note how a single line is put forward as a sample or leader. The illustration is catchy. Altogether the ad. is simple, dignified and forceful. A printer's error weakens the force somewhat of the last phrase.

No's 4, 5, 8, 9, and 12 are somewhat unusual in style, but we feel sure they were none the less effective on this account. In the first place, they are both newsy and breezy. The interest is well sustained, and there are few readers who would not read them all through to see what is coming next. The general appearance of the series is attractive. The borders help to give individuality. The circles, containing the first word of the heading, are a good line, and catch the eye before almost anything else. The heading in No. 4 is possibly the least compelling, but the general excellence of the ad. makes ample amends for this. Although neither the goods nor the prices are mentioned in detail, an interesting item of store news is given in each case. In No. 4 we have something about Canadian-made goods and trading at home; No. 5 speaks of the freshness of the stock; No. 8 tells of pretty shoes; No. 9, of correctly fitting shoes; and No. 12 of shoes which make the wearer satisfied.

No. 7 is excellent copy and is well arranged and set. Note the strength from few type styles. A sug-

gested improvement is a slightly heavier face for the names of the lines advertised.

No. 10 is simple and direct in style. The matter is suggestive, though containing several old-fashioned or stilted expressions such as "attention is directed," "novelties should prove interesting," etc. Modern phraseology is more attractive and forceful.

No. 11 is neat and businesslike and contains an attractive bunch of leaders or specials. These are arranged so as to be easily read—an important consideration.

So far as order is concerned this topic might be placed last, or after the form of the ad. has been fully considered. From another point of

**Talking Points of Articles Advertised** view, the talking points of the goods should be known before the advertiser attempts or thinks about writing an ad. The dealer in the ordinary, non-departmental store, who writes and directs his own advertising campaign, has a great advantage over the ad. writer in the departmental stores, who has to write up everything from lace curtains to clothes pins. The dealer is handling the goods every day and knows all about their qualities and why he selected them in making his original purchase of stock. The ad. man in the larger stores, while he may know the articles or lines in a general way, is far too busy to dig down into the smaller details. Not that the latter are always essential, but they tend to a more thorough knowledge of the goods and thus furnish an additional advantage in framing an advertising talk. Where the departmental manager's description is the sole basis of comparison or foundation for the ad. the write-up is not likely to be as live and interesting as though the ad. builder were writing from the fullness of his own knowledge. It is here also where exaggerations and false standards of comparison may sometimes creep in. Thorough acquaintance with the goods enables the writer to speak with absolute certainty unless it is his intention to deliberately falsify or misrepresent. In the latter case he is cutting at the very root of advertising success by destroying the confidence of the public in his integrity. He is gaining a temporary advantage at the expense of permanent growth and ultimate success. While the dealer or salesman may know all or nearly all about the goods, it doesn't follow that he can put his knowledge into print in such a way as to attract and hold the pros-

pective customer. His knowledge is to a certain extent intuitive—that is, he knows without being able to tell why he knows. He must learn in the next place to analyze his knowledge, to place himself in the customer's place and to marshal the points which are most telling or effective. Every article has a certain number of good points or talking points, and some may have characteristics which distinguish them from all others of a similar kind. In analyzing any article we should know:

1. The correct name or description of the article.
2. Its use or purpose.
3. Why this particular article should be used.
4. Who can or should use it.
5. What the article is made of.
6. Where and under what conditions it is made.
7. The price as compared with that of other similar lines.

Correct name or description of the article: This includes not only the necessity of the ad. writer's knowing the correct name and description, but that the name shall be intelligible to the reader. The name must be descriptive or suggestive of the article or its use. This point is of importance in the consideration of a suitable trade name for certain articles. Conciseness or shortness and ease of pronunciation are advisable. The name should also suggest some good quality of the article or present it in a favorable light if possible.

Its use or purpose: The ad. writer should evidently be well posted as to the exact use or uses of every article advertised. This includes seasonability and style. Seasonability is a strong talking point in connection with any article and is in many cases an absolute necessity if the goods are to be sold at all. Style is equally necessary, both as a quality and as a talking point. The goods must not only be stylish, but the point must be brought to the reader's attention as strongly as possible. The ad. writer should not only know the various qualities of style possessed by the article in hand, but should be well informed on current styles, so as to have a correct basis of comparison. The appropriateness of certain lines for special purposes also enters into the problem. Do the goods appeal to a certain class more than to others? Very frequently special points can be given to an ad. by making an appeal of this kind. For instance, certain lines are particularly suitable for wedding presents. Another line appeals to lovers of sports. Another is specially suited or intended for children, another for factory, railroad or other classes of employes or workers.

Why this particular article should be used: The "reason why" line of argument has always had much stress laid upon it. Modern advertising has always taken this into account. The old style of ad. of fifty years ago used to say "Go to Smith's for ready-made clothing," or whatever the line might happen to be. The advertiser's effort nowadays is devoted very

largely to telling us why we should go to Smith's, or why we should prefer his goods to some one else's. In most cases we base our judgment on style, right prices, adaptability to purpose or use, lasting qualities, satisfactory appearance or finish, fit, comfort, special features, etc.

Who can or should use it: This takes up the particular or general suitability of the line to the consumer. Some lines may appeal to all alike; others to the wealthier class or to the person of fashion; some appeal to the young, some to the old; some to men and some to women; some appeal to the love for comfort, or of convenience; some articles are luxuries, others are necessities. As a consequence the ad. should be made suggestive of its most effective or prominent qualities, and should appeal to the class who are most likely to be interested. This can be indicated by the heading, the medium in which the ad. is placed, the illustration or the matter itself. Sometimes a combination of all these methods is used.

What the articles is made of: There is no stronger argument which can be used than an explanation of the quality and kind of material used in the manufacture of an article. The public is interested in knowing exactly what materials are used. From this they are able to deduce their probable wearing qualities, their adaptability to the purpose in view, or their purity or cleanliness, in the case of bakery or confectionery products. It is essential in this connection that an accurate description be given, avoiding all exaggeration.

Where and under what conditions it is made: This is closely connected with the preceding. An establishment which builds up a reputation for good material and workmanship possesses a most valuable business asset. It is for this reason that so much weight is attached to the phrase "made in such and such a place." We have become so familiar with the conception of certain lines made in certain places that it is difficult to believe that others are just as good. The use of the expression "made in Canada" has been adopted in many cases with the express object of calling attention to Canadian lines, and recommending them to the attention of those who prefer to patronize Canadian manufactures. The method of manufacture can often be made an excellent argument, especially if thorough or intelligent workmanship can be shown. In some cases cleanliness of handling is a strong selling point.

The price as compared with that of other similar lines: Price is made use of and demanded very largely by the public as a basis of comparison. This evidently has a close relation to quality, since a knowledge of quality is necessary to form an intelligent idea of how prices compare. Many people judge by the price without taking the pains to know what values are being offered. This shows the necessity of giving good descriptions both by illustration and in print.

# The Man Who Sells

Personal appearance in business, as in social affairs, is more than half the battle. Appearances may be deceptive, but the very fact that they are deceptive shows that they exert an influence over those with whom we come in contact.

## Personal Appearance in Salesmanship

There is no disgrace in poor or shabby clothing, but we cannot wear these and at the same time advertise ourselves as a success. To be a success we must look successful, as success inspires confidence both in the dealer and in his lines. It may be a poor trait of human nature, but no one wishes to deal with a merchant or a salesman who looks down at the heel and as though his business ventures had not turned out well. Not only should the store and its appurtenances present as good an appearance as possible, but the salesman or merchant himself should put up a good front. A neat appearance has carried many a man a long way toward success. Expensive clothing is not essential. In fact, foppishness may be regarded as the opposite extreme to untidiness. Dusty shoes or clothing, coat collar covered with dandruff, face covered with a whisker of three or four days' standing, untidy linen or finger nails; all these things are inexcusable in dealing with the public and are a barrier to success in any case. No matter how persuasive a salesman a man may be the attention of the particular customer is distracted from the subject in hand by the discordant note in the salesman's appearance, and ten to one the customer will resolve to go where conditions are more attractive. The items mentioned do not by any means exhaust the list of defects which may neutralize the salesman's efforts and alienate trade both from himself and from the store. A millionaire who wears shabby clothes and cultivates personal peculiarities may be called eccentric, but the public will not be nearly so lenient with the man who still has his fortune to make.

The critical point in salesmanship is no doubt in knowing how and when to close a sale. The same principle is at the bottom of the fact

## Closing a Sale

that the country boy with a small sapling for a pole and the crudest of fishing tackle will often catch more fish than the city individual with jointed rod and the most up-to-date appliances which money can buy. Many a salesman talks himself into a sale and out again without being aware of the fact. This does not imply that the salesman should begrudge the time

spent in giving explanations or in describing fully the qualities of the goods. The public are often repelled as much by over-anxiety to sell when they come in to look around as they are by a grouchiness or inattention to inquiries. The salesman should know intuitively when he has reached the right point to make a sale. This may be less a matter of natural aptitude than the result of a careful study of human nature, particularly as applied to salesmanship. The economy of time in salesmanship is of more importance, perhaps, in the large store than anywhere else. There should be no appearance of undue haste, but the salesman should make a careful and accurate study of the amount of time necessary to bring the customer to where he is ready to purchase. This may, as in mechanics, be called the point of greatest economy in salesmanship. It is a mistake to mention or show other goods as a possible choice after the customer has carefully considered and selected his purchase. Without loss of time, yet without being unpleasantly abrupt in his manner, the salesman proceeds to look after other customers, making sure, however, that the previous customer receives his parcel or change, and also to show his appreciation of the customer's patronage by a polite method of taking leave as the customer takes his departure.

A good memory is beyond question a most valuable factor in business. It is human nature to warm

## Memory as Applied to Business

up to those who pay us the compliment of remembering us by name or otherwise. Names are harder to remember than faces or personal incidents. One dealer suggests making a check list or a memo of the store's dealings with each customer, and also of any other facts which are obtainable. For instance, he enters John Smith's name on his book, also a memo of the goods purchased, together with the date. He also notes the names of other members of the family, the fact that he has five children, that one son is at high school or that a daughter is interested in music. Only the most important facts, of course, are noted. This book may be kept in a convenient place and reference made at any time by means of an alphabetic arrangement, and in this way, at a moment's notice, the dealer can place himself in possession of a number of important facts. This may suggest inquiries which lead up to trade. At any rate, the customer is put in a good humor and becomes ultimately a firm friend of the store which appreciates his trade. Some try to make

system take the place of memory, and in this way become overloaded with detail. While many things can be safely entrusted to memory, important details should be recorded. The man who trusts his record of accounts or business transactions to memory may find himself hopelessly entangled. No less unwise is the salesman or merchant who cherishes memories of personal slights and continually has a grudge to vent against some one. The salesman should keep in mind that when he is working for another he has no right to cultivate or give vent to little exhibitions of animosity. His services during business hours be-

card writer has learned the requirements of his position he should be able to develop a system that will permit him to have everything working like a machine. For example, all goods that are to be advertised in the following morning's paper, should have tickets made out the day before so that all signs will not come in at once. The cards should be made out and on display by 8.30 the morning of the sale. Much advance work can be accomplished through co-operation with the advertising manager. For fine work the prepared card writer's paints are altogether satisfactory. Some of them are too slow, however, for rapid

**A B C D E F G H I J K**  
**L M N O P Q R S T U V**  
*a b c d e f g h i j k l m n o p*  
*q r s t u v w x y z*

Brush Alphabet for Show Card Writers.

long to his employer and the interest of the latter should be the prime consideration.

The first thing to be considered in going to work is the workroom. Get in some corner where there is plenty of light overhead and away from everyone else, as one's mind should be concentrated on his work to get the best results. Just above the desk is a convenient place to place racks for the different sizes of cardboard, of which there should always be a plentiful supply on hand in case of a rush. The card writer should have plenty of room for working, but in most cases he will not be able to get it. In the average store the card writer is tucked away in some little cubby hole where he has hardly room to turn around. With more room he might do better work, but the practical card writer must learn to take things as he finds them. System in card writing is important as it is in everything else. There are many ways in which to work out schemes that will save a good deal of trouble both for himself and the department managers who want the cards. After a

work on ordinary cards. A good paint can be made by mixing mucilage and lamp black into a paste, adding a little wood alcohol to cut the paint. Take one-third of this paint with two-thirds of prepared card writer's. Roman letters are as good as any for ordinary use. They can be made attractive in many different ways. When you have become fairly proficient, try them in various proportions. Old English letters in red make good initials, but avoid the lower case in the text or body of the work. Use the same style of letters throughout a series of windows to get harmony of effect. Do not make the mistake of too frequent changes in the style of letters. Avoid the use of pictures unless you can bring them up to the standard of your lettering. Relief work is attractive and may often be used to advantage in elaborate signs, especially for trade marks, headings, flowers and scrolls. Use gold and silver bronzes in place of the old-fashioned flitter. For card writing, red sable quill brushes are unexcelled. Most card writers work on a flat or slightly inclined surface, but for easy, free, good work, I find an easel indispensable.



# Shoe Store Summary

Good showings of fall and general lines of seasonable goods seem to be the order of the day. In

## Side Lights On the Trade

some sections of the country sloppy, wintry conditions have already arrived with a consequent demand for the heavier class of footwear, as well as for rubbers. Most localities have experienced a long period of fine weather. This usually means that lighter footwear and old shoes can be worn just so much longer. Shoes for evening wear, parties, special occasions, etc., are independent, to a certain extent, of weather conditions. Fine weather, while retarding rubbers and heavy lines, favors sports of various kinds and probably results in a few more sales in these lines. Locally, cut-price sales of last of the season have been conspicuous by their scarcity. Dealers are evidently becoming convinced that there is nothing in them in the long run. There seems, in fact, to be good reason for thinking that the effect upon the buying public is bad, that tradé is demoralized to a very serious extent by encouraging the habit of waiting for cut prices, and that the gain derived from cashing in on left-over lines is more than neutralized by the general injury to the dealer's trade. In one or two instances we have seen a "Big sale of rubbers at cut prices" advertised, right at the beginning of the season. In one of these were noted ladies' first quality rubbers, regular 75c value, at 49c; misses' first quality, regular 60c, at 39c; children's first quality, regular 50c, at 29c; men's first quality, regular \$1.25, at 75c. Whether the cuts were genuine or not is another matter. The dealer who finds himself loaded up to an uncomfortable extent with goods of a certain class may look at the matter in another light. The best of buyers sometimes make a miscalculation. There is a large and growing number of dealers, however, who consider that the most satisfactory method of moving surplus stock is to be found in ordinary, energetic, up-to-date merchandizing methods, and without the use of financial fireworks of any kind. Let us have your opinion on the subject of sales.

The show window is worthy of careful study, especially with a view of judging of its adaptability to the lines displayed. In many instances a few feet from the interior can very readily be spared and will be amply repaid by the greater space gained for the display of goods.

## Adapt Window to Lines Displayed

The shape or depth of the window will be guided almost entirely by the kind of goods to be displayed. The width and general lay-out of the front will demand due consideration, the lighting, proximity to the street, and other features of the location. The amount of light available for the interior will also determine the sort of window background to be employed. In the cut shown, the windows, as indicated by dotted lines, were found to be unsuitable for footwear and were remodelled into the form shown by the heavy lines. The latter plan gives more linear window space and allows a closer view of small articles like boots and shoes. The dotted space would give an excellent window for furniture and house furnishings. For bakery or confectionery products a shallower window than in either case would probably be desirable. The Journal proposes to furnish from time to time suggestions for the remodelling or construction of various styles of windows, bringing the idea of best appearance combined with greatest economy and best use of space. We would be pleased to receive cuts or suggestions from subscribers along this line.

Cutting down expenses, from one point of view, is just as necessary as the application of any other business method. This is especially effective

## Cutting Down Expenses

when applied to slipshod methods and the various leakages which may arise from lack of system or relying upon irresponsible or untrustworthy assistants. Better care of stock, cartons, fixtures, etc., is an important means of reducing expenses. A rule, firmly adhered to, that goods shall be promptly and carefully returned to cartons after waiting on customers, would insure the better appearance of stock and avoid danger of mismatching goods. One store makes it a rule that not more than two pairs of shoes shall be shown to a customer at one time. This does not imply any restriction upon the customer's opportunities

of making a choice, but merely insists that the clerk shall return cartons to their places as soon as he is through with them. Good shelving and careful storage and handling of goods in the stock-room is often responsible for a saving to the dealer. We cannot say whether the trouble is widely spread or not, but we have seen goods attacked by moths, which should be very easily preventible. Water and dampness is also allowed at times to deteriorate stock which is stored away. Peculations by employes, damage by mice and rats, careless handling and knocking about, letting goods become fly-specked or faded by the sun—these and others which could be mentioned are all expenses or losses which could be removed by careful oversight and attention, or by the adoption of orderly methods. Promiscuous and ill-considered advertising methods may constitute a loss or an expense without adequate returns. This would not indicate that advertising should be dispensed with, but merely that it should be adapted to the dealer's needs or requirements. The proper medium should evidently be employed. No one method is right. An advertising campaign should be carefully planned and should be based upon a study of local conditions and the individual requirements of the dealer. Good advertising, properly placed, is as essential as a well-arranged store or a neatly dressed show window. It would be equally suicidal to cut down expenses by neglecting the show window or the shop front. Paint and the services of a carpenter are often an *AI* investment. Old-fashioned windows will neutralize the effect of the best display of goods in the country. It is a poor method of reducing expenses to have the interior of the store looking dingy, to refuse to join the local retailer's association or to neglect to subscribe to the journal which serves the dealer's trade and keeps him in touch with the opinions of others.

In these days of close profits and closer competition it will be more necessary than ever to take advantage of every legitimate trade method for holding and increasing business, as well as of every discount offered by the trade. Where purchases are large the advantages accruing from prompt payment of bills are of no inconsiderable amount. In any case, they bear the same ratio to the size of the purchase, and are worth the dealer's most careful consideration. It may be almost taken for granted that most dealers are perfectly willing to take advantage of all discounts offered, but are often compelled by financial circumstances to accept the longer term of credit. These would no doubt be delighted to know of a successful solution of the difficulty. It has been suggested that the avoidance of over-buying would be of material assistance. The dealer who stops short of his ability to buy would seem to be in a better position to meet his payments promptly than one who has "gone to the limit," to

use the popular expression. It has also been suggested that making say seventy-five per cent of the usual purchases at a comparatively early date and reserving a buying ability of twenty-five per cent. for a somewhat later period would enable the dealer not only to meet his engagements with ease, but would permit him to have a second look at the seasonable novelties, which usually make their appearance somewhat later, and which he would otherwise miss. This applies particularly to out-of-town dealers, who have fewer opportunities of sorting up and gingering up their various lines. Many of the more systematic establishments go into the matter of discounts very carefully. In some cases a diary or memorandum is kept of the various purchases and the dates upon which they become due. A close watch is also kept of the amount involved, so that there will be no danger of going beyond the firm's ability to take every possible discount for prompt payment. Not only are profits increased in this way, but the firm's credit is improved with the manufacturer or wholesaler. If a firm gains a reputation for "prompt pay" it matters much less what his rating may be in the agency books, and he is much more likely to receive liberal treatment from the houses with which he does business. We would be pleased to get a wider expression of opinion on the subject of discounts and the comparative wisdom of early or late buying.

# GLOVING LEATHERS

BUCK—DOE—FAWN

Perfect Skins

CHAMOIS--White--Colored--Natural

LAMBS *and* FLESHES

FOR BOOT WORK--Mock Buck  
in white and colors

Awarded Gold and Silver medals at the  
Brussels International Exhibition 1910

**W. H. STAYNES & SMITH**  
LEICESTER - ENGLAND

# Rubber Footwear

The change in the weather during the past few days has turned attention to rubber footwear and business has improved along these lines. The factories are easing off a little, having caught up fairly well on orders that were lagging behind. There is little to be said by way of change as far as the situation reported in our last issue is concerned. There is more or less anxiety on the part of the manufacturers. The vacillating conditions of the crude rubber market make it very uncertain as to what prices will have to be paid. Should the decline in crude rubber continue, it will be up to the manufacturers to arrange their catalogues on a lower basis for the coming season, although the advances which have recently been made are by no means commensurate with the advance which took place in the crude rubber market. Whilst many view the outlook quite optimistically, yet there are not a few who see serious breakers ahead. "Sufficient unto the day is the evil thereof," and it is folly to borrow trouble. The manufacturers have not been receiving any too much for their output, and it would seem a very questionable policy, to say the least, for any one to begin a war on prices and cut them down below a living profit. No doubt the situation will be properly adjusted when the time comes around for the issuing of new price lists.

The thermometer of the rubber market has been bobbing up and down considerably during the past month. However, it did not get down below the \$1.35 point, noted in our last, but climbed up into the eighties, only to drop again into the forties and fifties, where it has been bobbing for some little time. It is said that a large sum of money has been dropped by the English capitalists who bought up large quantities of rubber in order to boom the flotation of their plantation schemes, but now that the bubble has burst they are compelled to sell the accumulation of rubber at a great sacrifice. However, it is claimed that the vast amounts which were made by the sale of shares in the various schemes will more than offset the loss. The prospect for cheaper rubber is better just at present than it has been for some time past, and there are those who firmly believe that \$1.00 rubber will be available before the next six months. The manufacturers were in a better position than was at first supposed, having laid in large stocks previous to the excessive rise.

They were not compelled to buy, and consequently have been enabled to tide over the "hold up" fairly well. There were some who were not so fortunately forearmed, and when they again went on the market the dealers took advantage of the situation to boost prices. From the most reliable data obtainable it would appear that the backbone of high-priced rubber has been broken and that an era of cheaper rubber will obtain.

There are other things than crude rubber to be taken into account when figuring the cost of rubber footwear manufacture, and one of the commodities to be reckoned on is cotton. The excessive point to which cotton has risen during the past few months is almost unprecedented and carries one back to "war" times. Then there is the labor problem to be met, higher wages obtain everywhere. Rents have been boosted; taxes, insurance, and a dozen or more incidentals have to be satisfied. With all these items strengthened, it does not look as though the prospect for cheaper rubbers is very bright.

Commenting editorially on the question of prices, the India Rubber World says:— "The fact that crude rubber has been sold lately at much lower prices than manufacturers were obliged to pay a few months ago has revived the question that follows every decline in rubber—why don't the prices of their products come down in proportion? We have just seen this question discussed at length in an important daily trade paper, but with the result of its missing the point entirely. If a manufacturer should be stocked up with rubber bought at \$3 a pound he would feel obliged to realize a corresponding price for his goods made from that material, no matter how far the price of the crude might fall meanwhile. Again, if a manufacturer is contracting to-day for rubber at a reduced price, it may be weeks or months before it reaches the ultimate consumer, and it is the ultimate consumer who pays the price. The rubber footwear makers are busy to-day turning out boots and shoes for sale to the public next winter, on contracts with jobbers booked as long ago as April. Already the prices of raw material have fluctuated this season to a most unusual degree, and more fluctuations may happen before winter again drives people to buy overshoes. But the manufacturers must fix

prices before the goods are made, and this must be done on the theory of averages for the year that will yield a profit. Like conditions obtain in the matter of automobile tires, garden hose, or babies' rattles. Unlike many articles of commerce, rubber goods are not sold at a base price subject to fluctuations in unmanufactured or crude materials; hence the impracticability of changing quotations with every rise and fall in the raw product.

A newly patented rubber overshoe by L. B. Traf-ton, of Limestone, Me., has for its object the reten-tion of shape, and at the same time

**New Overshoe** to prevent the foot from sweating. Also it is intended to be proof against splitting at the points most subject to strain, and to so securely engage the leather shoe as not to pull off on becoming stuck in the mud. It has a thickened marginal edge, inclined on its inner face to provide an inside overhang, and a fluted formation and a corrugated reinforcing wire embedded in the thick-ened edge and corresponding in shape to the fluted formation, the upstanding portions of the corrugations extending into the upstanding portion of the pleated surfaces of the thickened edge.

An English correspondent returning to the sub-ject of synthetic rubber has the following to say:—

**Synthetic Rubber** "Although I have always referred to this topic in a tone of extreme skepticism as regards its commercial importance, it has not been from any desire to distort the facts or to subserve any particular interests. I refer to the matter again more particu-larly in connection with German developments. With regard to the production of synthetic rubber by Pro-fessor Tilden some years ago, a little somewhat acri-monious discussion has been going on between the friends of Professor Tilden and those of Professor Dr. Harries, of Kiel. The latter have it that the product obtained by Tilden was not exactly identical with rubber, though almost so. Dr. Harries, I am assured by a German chemist cognizant of his work, has gone a step farther, so to speak, and has produced a 100 per cent. pure rubber of high quality from isoprene synthe-lized by a new method. Patents have been taken out in Germany, and are now being applied for in Great Britain. I understand that Dr. Harries' rights have been made over to the great chemical manufacturing firm Farbenfabriken vormals Friedr. Bayer & Co., of Elberfeld—general-ly known by the abbreviated name of Bayer. This means, of course, that the process will have the highest chemical skill, and ample capital resources behind it. It is under-stood that a factory is now in course of erection near Kiel to manufacture the new rubber, and that the only hitch likely to occur in the enterprises is the cost of production. This has already been consider-ably reduced, I am told, but still even if the new

rubber can be produced at a cost to enable it to com-pete with Para rubber to-day, what will be the case two or three years from hence, when the inevitable fall in price takes place? However, there appears to be plenty of optimism about those associated with the Harries process, and it is to be expected that the chair-men of plantation companies will be interrogated on the subject by nervous shareholders. Of course what I have said above as to the difference between the Tilden and Harries rubbers comes from a German in-terested source. I merely pass the statement on and it may be that its truth is not accepted by Professor Tilden and his friends."

The Great Britain correspondent of the India Rubber World writes as follows:— "Another patent for removing resin from rubber has **Removing Resin** been taken out by Dr. Dreyfus, Dr. Friedl, and Dr. Bentley, the first named being the managing director and the others chemists of the Clayton Aniline Co. This company which is located in a suburb of Manchester, carries on tar distillation and aniline color manufacture, and is well known to the rubber trade as suppliers of solvent naphtha. The main feature of the patent is the removal of resins from rubber by the use of pyridine or a higher base, the extraction being made on the rubber while still containing its usual moisture, this water preventing the pyridine from dissolving the rubber. I don't quite see where the particular advantage of using coal tar bases for this purpose comes in, unless it is that the patentees have an excess of the solvent for which they desire a market. They do not entirely limit their claim to pyridine bases, but include mix-tures of these with the old established solvents, such as alcohol and acetone. With regard to the use of coal tar bases I may remark that they were the parti-cular solvent referred to in Robinson Brothers & Cliff's patent of six or seven years ago. In this case the solvent was used to dissolve rubber scrap in a reclaiming process. After considerable experimenting the patent was abandoned, one of the objections to the product being the disagreeable smell the pyridine gave to the rubber. Messrs. Robinson Brothers are large tar distillers and naphtha producers, and located at West Bromwich, and elsewhere, and they are anxious to find a use for the higher pyridine bases which they produce as a necessary by-product in a certain branch of their manufacture. I have no information whether the Clayton Aniline Co. are actuated by any such mo-tive, and I am quite open to conviction that the coal tar bases have been selected for this particular pur-pose because of their intrinsic merits. The patentees refer to the pronounced rubber dissolving properties of pyridine and its bases. It will be remembered that pyridine was adopted by Weber in rubber analysis to remove pitch and asphalt from vulcanized rubber though someone later on showed that vulcanized rub-ber was soluble in it to an appreciable extent.

# Gloves and Mitts

A question which is at present engaging the attention of retailers of the finer lines of gloves is the probable vogue of long kids, suedes and silks. No sensational demand, of course is expected in any case, though an increase is looked for over last spring. For society functions and evening wear generally the long white kid is in good demand at present. The knowledge that short sleeves will be in style for next spring and summer also points to the practical certainty of a fair demand for white kids in twelve-button lengths. The three-quarter sleeve will probably be most favored for summer, which suggests that care should be taken in the purchase of long kid and suede lines. A fair purchase for spring of twelve and sixteen-button white glace kids and a few black and colored suede long gloves is recommended by one observer of trade tendencies. Chamois gloves, including the imitation chamoisette are popular at present, and will no doubt also be in some demand for spring. This is true of men's as well as women's lines. These are looked upon as somewhat faddish, and it is thought by some that they will not last beyond next spring. The natural shade is asked for most, but pearl and other tones are also shown. Sorting orders are said to be good at present, tan being the best seller for street wear. After this come white, grey, black, and a few navy blues. Novelty stitching is seen in some instances. In men's lines chamois are popular. These lines have been improved by rendering them washable and dustless. A good range of colors in these is also shown. Capes are said to be in somewhat larger demand than mochas, though both are good sellers. A large business in woollen and fur-lined gloves is expected with the advent of cold weather.

This is suitable for belts, gloves, etc., as is often done with vegetable tanned leathers, so in white tanning or tawed leathers, the grain may

**Buff White Tanned Leather** be buffed off in finishing, to remove defects, such as scratches, spots, etc., and thus obtain a second quality of leather of good appearance and perfectly salable. This may indeed often be of greater advantage in tawed leathers than in the vegetable tannage, as it gives them a velvety feel and very soft appearance, making them much sought after for gloves, belts and other uses, so that they have now become a great specialty.

The velvet tawed leather, mocha, some kinds of "Danish" leather, as well as others, all belong to this class, and the processes followed are very varied. If one wishes to produce a leather of this kind simply and at a low cost, the following method is good: The tanning does not differ from that usually employed except in the buffing of the grain. For the tannage proper the Atkins process or any similar one can be followed. For each 120 skins of medium size take about twelve ounces of common alum and dissolve it in a bucket full of water. Half of this solution is taken and diluted to make the same quantity as before. In this liquor the skins are paddled for one-quarter hour, then add the remaining half bucket of the alum solution and continue paddling for another quarter hour. The skins are then allowed to drain off, and are placed in a mixture composed of one-half bucket of water, warmed to 100 degrees F., and the yolks of 40 hens' eggs; in this the skins are again worked up for some time and then hung up to dry. Instead of above bath of water and alum alone, a bath of salt and alum may be used with advantage, as in ordinary tawing; and in the same way the yolk of egg and water may be substituted by yolk of egg, water and flour, as described later. On coming from the tanning mixture the skins are hung up to dry slowly. When dry they are rolled and staked in a frame in the usual way. If the skins have been allowed to dry too quickly and are too much shrunk, this can be easily remedied by moistening lightly. The skins are now pounced on the grain side, using very fine sea sand; or it may be done on the buffing machine, which does the work much quicker. If, as is sometimes the case, it is desired to give the leather a slightly yellowish color, this may be done by pouncing with a brick made of six parts white clay and two parts of yellow ochre, moistened and baxed hard. The surface of the leather is rubbed rapidly in all directions with this in conjunction with fine sea sand. When the skins are pounced they are stretched and ironed either by hand or machine, which finishes the leather. Instead of a purely mineral tannage a combined tannage of vegetable and mineral processes can be used, by which a sort of "Danish" leather is obtained. For this purpose the skins are treated with a weak vegetable liquor—preferably oak bark—before being put in the alum. This first bath merely tans the surface, after which they are set out in the flesh side and then put into a liquor containing alum, salt, flour and yolk

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of egg. For 12 dozen skins five pounds of alum, two pounds of salt, and thirteen pounds fine flour and the yolks of 300 eggs are usually taken. To give the leather a slight odor of Russia leather, like that of the Danish leather, a little birch oil is added, which at the same time increases its suppleness. Otherwise the leather is treated the same as in the previous method, except that it is not ironed; and in order to preserve the coarse matted appearance the grain side is rubbed with a woollen rag dipped in talcum powder. When the leather is intended for large belts the mode of operation is still simpler. Of course for this purpose only heavy skins are taken, and they are worked up somewhat differently, according to the use they are intended to be put to. It is often the case that the leather is employed for small machine belting, which demands great resisting power; in this case the Klemna method is adopted. By this process the skins are treated for twenty-four hours in a solution of alum and salt in the usual proportions; they are then washed in tepid water until all excess of alum is removed. In this condition they are put into the tan mixture proper, which for one skin consists of nine pounds ox brains, fifteen pounds flour, half pound horse grease, and sufficient water to give a consistency of thin broth. The skins are worked in this mixture till they have become fully impregnated by it. Next day the skins are hung up, and when half dry are set out, and the desired finish given.

For rather coarse skins the broth above may be substituted by another still cheaper and simpler, viz., one made simply of flour and some ordinary liquid grease (horse or any other) mixed thoroughly into an emulsion. The skins may be passed through a weak vegetable tan liquor to give them a superficial color, or they may be colored with dye if desired. By combining the different methods and coloring a variety of finishes may be obtained to correspond with the use to which the leather is to be put.

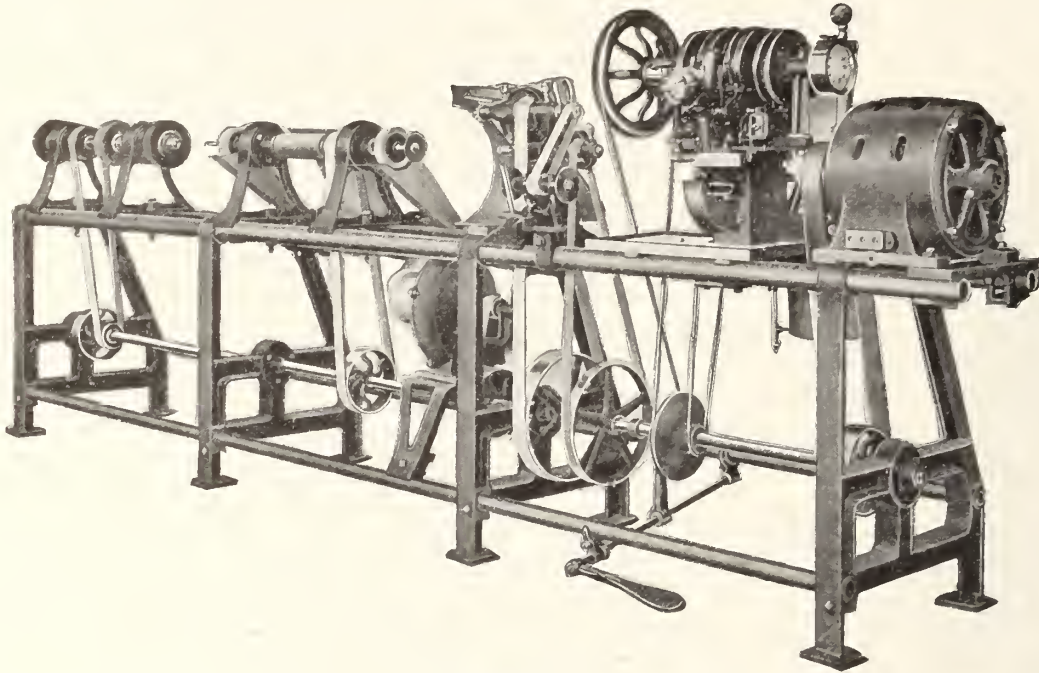
Bleaching is a very important part in oil or chamois leather dressing, and requires great care and attention to get good results. The skins  
**Chamois or Oil** or linings, as the case may be,  
**Leather Bleaching** having been oil tanned, grounded, and pared, are wetted in warm water, and kept on the move for about half an hour, and allowed to drip on a horse for a time, when they are stripped preparatory to the bleaching process. This is to free the goods from oxidized oils and excess of grease. A solution recommended for stripping is made up as follows: two pounds of soft soap, calculated on every hundred pounds of drained leather, is dissolved in fifty gallons of water at about 48 degrees C. The goods, after half an hour's drumming in this solution, should be clean and free from oxidized oil. If the result is not obtained by the amount of soap prescribed, more may be added, and the drumming prolonged. Alum tanned leather is also often exposed

for bleaching, but in this case the skins are dried first. Oil tanned lather is, at time, bleached by subjecting the goods to the action of sulphur fumes. The results are not very good, and the bleach is not permanent, whilst the leather is saturated with sulphurous acid, which turns later to sulphuric acid, and badly weakens the texture of the leather. The sulphur bleach is usually carried out in a suitable room or stove, in which the skins are thrown over poles or tacked to frames. Sulphur is then burnt in an iron pan, the stove closed, and the goods allowed to remain in the sulphur fumes for something like ten or twelve hours. The stove is then opened, and the fumes allowed to escape before the room is entered—this is a very necessary precaution—and the leather removed for inspection. If the bleach is not sufficient, the process is repeated until the requisite whiteness is obtained.

Another plan is to give the goods a bleach by means of sulphurous acid gas. Sulphur is burnt in a stove, and the sulphur dioxide gas thus produced is passed through broken earthenware or coke in an arrangement known in coal gas making as a "scrubber." Water is passed through the latter, and the gas is absorbed. There are other modifications of this sulphur bleach, for instance, the leather may first be treated with a solution of bisulphite of soda and then in a solution of sulphuric or hydro-chloric acid. For certain purposes oil leather may be bleached in an acid solution of bisulphite of soda. Lamb advises the preparation of the bath by diluting six pounds of the liquid by bisulphite of soda or potash in twenty gallons of water, and adding gradually from one to two pounds of commercial hydrochloric acid, which has been diluted by the addition of an equal quantity of water. The skins for bleaching are placed as quickly as possible in this solution, and are allowed to remain in it until the bleaching is complete throughout. More acid may be added to the bath if found to be necessary, as the action of the bleach goes on. Either a drum, paddle or vat may be used for this purpose, and when the bleaching is complete, the goods are removed and well washed in water at a temperature of 95 to 104 F. F.

Hydrogen peroxide gas also seems to have a bleaching influence on oil leathers, but it is costly, and does not keep well in the form of a solution. Oil tanned stock may also be bleached by the action of permanganate of potash, Lamb advising a bath made of two ounces of permanganate in ten gallons of water, to which one-half ounce of sulphuric acid has been added. The skins are kept in this solution for about an hour, the temperature being about 35 C., and are then removed to a bath of sulphurous acid which removes the manganese dioxide formed in the first solution. This method is cheap, and is said to be suitable for oil leather bleaching and in a modified form for whitening such dark leather as hemlock and other tannages.

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# Leather and Findings

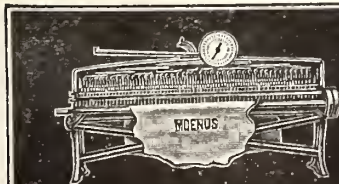
The hide situation remains unchanged. The supply is about equal to the demand and there have been no changes in prices worth mentioning. The quality of the hides which are coming in is of the best and they are readily picked up by tanners who must have the best quality of stock to turn out their special brands of leather. Very little can be said of the outlook. At present the indications are that the market will remain steady. There is an easier feeling in most of the larger centres across the line, and it is altogether unlikely that prices will advance here while such a condition obtains over there.

“Our business was never in better shape” was the remark of a leading vendor when asked as to the condition of the leather trade. “We are selling more leather and at better prices than we have ever done before,” was his concluding remark. This just about sizes up the situation nicely, for all the leather men seem to be doing a most satisfactory trade. The volume of business is naturally larger, because there is an ever increasing constituency to be supplied. While the sale of some grades are much larger than others, yet the demand for all kinds of leather is most satisfactory. Sole leather is selling well and all grades of both oak and hemlock and colored leathers are popular enough to command a good sale. Patents seem to be as much in evidence as ever and are not likely to lose the present strong hold they have upon the public with whom boots and shoes of patent leather are very popular. Fancy leathers and all shades are selling well at firm figures. The trade throughout the Northwest is splendid and merchants are sanguine of a good season’s turn over. Crops have turned out even better than was anticipated, which makes business good. Collections are not up to

the scratch just yet, but will improve when the grain begins to move more freely. The general outlook is fine and everybody is most hopeful.

Shelves are said to be preferable to pegs in drums that are used for tanning and coloring as they are less apt to hold on to and damage the skins. The skins should slip off the shelves and fall back into the liquor and not be carried around on them. Skins that have holes in them frequently become fixed upon a peg and do not slip off and fall into the liquor as they should. It is the continual lifting and dipping of the skins that causes them to dye and tan quickly and uniformly. In drum coloring the process can be begun in weak liquor or, better still, in clear water and the solution of dye can be added gradually through the hollow axle. Dye liquors should never be used at full strength at the beginning of the process or the color will not be uniform.

John M. Dill, of Artesia, New Mexico, has patented a tanning compound suitable for operating upon delicate skins or pelts. It is said it will thoroughly permeate and tan the hide and give it a uniform color. With these and other objects in view the invention consists in a tanning compound comprising the following ingredients mixed: 15 gallons of clear water, or enough to entirely cover any hide or pelt, form the base of the compound. To the water 1 ounce of borax is added. The borax will thoroughly cleanse and soften the water and eliminate all foreign substances. The water is boiled for a period of about 20 minutes. Three ounces of garden sage are then added together with 1½ ounces of fluid extract of wild cherry bark and 3½ pounds of gum gamba or catechu. These three last named ingre-



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dients are all tan substances, the last being very strong. As is well known, catechu is a powerful astringent and has great preservative powers. When boiled it is of a pale yellow or light brown color and will contain from 30 to 40 per cent. of tannic acid. To the above named ingredients 1 ounce of tumeric or curcuma is added to color and glaze the hide. Curcuma is an extract obtained from a plant which grows in the East Indies and is of a rich yellow color when boiled. Of course, it will be understood that when differently colored leathers are desired other coloring ingredients may be used. By the addition of tumeric or curcuma a tanning compound is secured whereby the best grade of leathers and furs may be properly tanned without danger to the hide or pelt. Curcuma as well as the other ingredients contains a certain percentage of tannic acid so that all of the ingredients above mentioned act in harmony and each serves to modify the action of the other. The curcuma is also the principal coloring agent and imparts to the hide a bright soft yellow color when the ingredients are properly mixed and boiled. About 4 ounces of gasoline should now be mixed with the foregoing ingredients and the whole boiled for a period of about 10 minutes. The gasoline is one of the principal features of the compound as it thoroughly penetrates the hide and opens the pores so as to admit the tanning substances. In this manner the solution enters the hide from both sides so as to produce a uniform tan. After boiling the compound is allowed to cool until it becomes luke warm so that the hide will not be burned. The hide is then placed in the solution and allowed to remain for about 3 minutes, when it is removed and hung up over the tub or other vessel. It should be thus suspended for about 10 minutes or until the grain becomes set or in other words, until the grain runs in a common direction throughout the body of the hide. It is then again placed in the compound and great care should be exercised to see that there is no air under the hide as it is submerged. The hide should be allowed to remain in the compound for from 5 to 20 days in accordance with thickness. It may be easily determined when the hide has become thoroughly tanned by cutting one edge. As the tanning substances seep through the hide from each face to the center, it can be seen whether or not they have met. If so the tanning process is complete. The hide is then removed and washed in clear water. A heavy piece of plate glass is used to work the hide, which should be done on the flesh side only. This working of the hide will prevent further stretching.

## THE TANNAGE OF GREEN LEATHER.

Green leather is so called because of its greenish-yellow color. The chief centre for the manufacture of this specialty is the district adjacent to Bradford, and in the West Riding of Yorkshire. Green leather is principally used in the making of combing leathers, which are extensively used in the woolcombing industry of the Bradford district.

Properties Required in Green Leather—Green Leather is very light weighing—but very strong—and when handled it has a rubbery feel, which is an essential quality of the leather. If the leather is at all inclined to be hard or brittle it is most unsuitable. To be able to perform the work required of it, which consists in running over fluted rollers, the chief essential is that the leather must be resilient and tough. The quality of the leather is judged by the length of time it will run on the machines without breaking.

Selection of Hides for Green Leather—Both market and salted hides are used in the manufacture, but the former are to be preferred, though very good results can be obtained by using salted hides if attention be paid to the soaking of them.

The class of hides selected to be used for this purpose should be subjected to careful classification and selection, well flayed and free from grain defects. The precautions necessary in the soaking of hides for sole or dressing leather apply also to this class of leather.

The Liming Process—When drawn from the soaks the hides are allowed to drain to rid them of the dirty water, and are then passed on to the limes. The one-pit method, with a new lime for each pack, is to be recommended.

The hides should be handled daily for three days in a lime that has had a previous pack passed through, then allowed to rest for a day, after which the hides are again drawn up and drained.

A new lime is now made in the following manner: about one-third of the old lime liquor remaining in the pit should be retained, and the pit filled up with fresh water. Four to five pounds slaked lime per hide, and three to four ounces sulphide of sodium per hide, is added to the pit, which is well plunged up. The sodium sulphide should be separately dissolved, and afterwards added to the lime liquor.

The hides are put down in the liquor, where they remain until next day, when they are drawn, and

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afterwards put down and then allowed to rest for one day, being finally handled again.

By this time they should be quite ready for un-hairing, after which they are fleshed in the ordinary way. When fleshed, the hides are rounded into butts of from four feet six inches long to five feet, according to growth, and in width about an inch of the flank is left in.

The offal is either sold raw or tanned for other purposes, according to the practice of the tanner.

Deliming—The butts are first well washed, preferably performing the operation in a drum, with lukewarm water in order to rid them of surplus lime, and are then either bated in a hen manure bate or are delimed with either lactic or boracic acid. Having been bated sufficiently low to meet the tanner's particular requirements, the butts are well worked out over the beam, and afterwards passed forward to the tanning drums.

Tanning—The goods are first "grained" in a liquor of which there should be just sufficient to cover the butts when placed in the drum.

The liquor should be prepared, using half the quantity of old liquor remaining from the tanning of a previous pack, which should be diluted with a sufficiency of water. The Barkometer strength of this liquor when prepared should not exceed five deg.

The goods are run in this liquor for about two

hours, when they are taken out, and the liquor run away.

A new liquor is now made in the following manner: ten bucketsful of a new gambier liquor and four bucketsful of old liquor are added to the drum; the butts are put in and run for from 27 to 30 hours, according to the substance of the butts.

The liquor is strengthened up first thing in the morning, at breakfast, and at dinner time, by adding more of the strong solution of new gambier.

The amount to be added is subject to the condition of the goods and the experience of the foreman in charge, but generally, in the experience of the writer, the tanning is complete when the butts have had two-and-a-half bucketsful of gambier paste each. The tannage is complete when the butts, when cut, show two distinct lines with a thin white streak between them.

The drum doors should be removed while the drums are standing, and the butts should be pushed below the surface of the liquor.

The gambier paste is prepared by steaming block gambier until dissolved, the process being best performed in a drum; the strength of solution employed is about 50 per cent., i.e., half water, half gambier.

Curing—When sufficiently tanned the butts are taken to the "cures." The so-called "cures" are made up of two pounds alum, and one pound of salt per butt. The alum and salt are best dissolved by steam-

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ing with a sufficiency of water in a barrel. The solution is now poured into the "curing vat," together with enough water to cover the butts, and eight bucketsful of new gambier liquor. The mixture should be heated to a temperature of 120 deg. F., and the butts dipped straight in and out; afterwards the butts should all be put in the vat and be handled five or six times before leaving them for the night. On the next day the butts should be handled three or four times, and on the following day will be quite ready to come out, when they are taken to the drying shed and dried out. When required for stuffing, which is done in a drum with good dubbing, they are simply damped back by tumbling in the drum with warm water.—"Experience" in Leather, of London, Eng.

## WATERPROOFING LEATHER WITH RUBBER.

In a patent, Mr. Alex. McLaren, of London, Eng., tells of a treatment of leather with India rubber. The leather is first subjected to any well-known fat liquoring process, which has the effect of not only softening it so that it can be more conveniently worked, but causes the pores which have contracted to expand. The hides after the liquoring treatment are secured to the drying frames, from which they are removed when dry, and buffed upon the flesh side in order to raise the fibre. After this the hides are treated with a solution designed to kill the fats or oils, referred to as a clarifying solution, in which they may be immersed, or may be sprayed. Next they are placed in a hermetically closed vessel in which they remain for a suitable period, according to the weight and character of the hide, which with hides of average weight will be about 48 hours.

The clarifying solution to which the hide is first subjected may be composed of the following ingredients in about the proportions specified, are suitable for chrome tanned hides of average weight, and would be sufficient in quantity to treat from 15 to 20 of such hides: Powdered sulphur, 1 pound; carbon bisulphide four pounds. This mixture is allowed to stand for 48 hours with occasional agitation, at the end of which period it is strained, and to the liquid residue is added a second mixture adapted to precipitate the undissolved sulphur and also "kill" or dissolve out fats. The following mixture is suitable for this purpose: Sulphuric ether, 12 ounces; benzol, 10 ounces to 12 ounces; coal tar naphtha, 10 ounces; petroleum benzine, 6 ounces; kerosene, 4 ounces; rectified spirit of turpentine, 4 ounces. These quantities are those suitable for addition to 5 pounds of the carbon bisulphide solution for the treatment of average hides. When lighter hides such as rabbit skins, are being treated, omit the kerosene and turpentine. Two or three pints of the above combined mixture is taken and to it is added 5 gallons of benzine, the liquid thus formed being employed to treat the hides in the manner before stated. As it is advisable that only the smallest particles of sulphur be held in suspension in the liquid so that the pores of the hide shall not become choked up, the liquid may be again subjected to the straining operation. After this treatment the hides are removed and dried by heat, and when dry and while still warm, are treated with a solution containing rubber.

It is convenient to prepare a stock solution of the rubber which may be prepared by dissolving one pound of Para rubber in from one gallon to two or more gallons of naphtha, according to the condition or purity of the rubber.

In preparing the first bath from the stock solution, take equal parts of the rubber solution and benzine, the hide being treated therewith as afore-

FACTORY FOR PORTAGE LA PRAIRIE.—A big five storey shoe factory, employing about two or three hundred hands, and twenty employes' cottages in connection is the pleasant prospect for Portage La Prairie, according to advices from there. The deal has been on foot for some weeks and came to a head the other day when a special meeting of the city council decided to submit the question of a fixed assessment to the people on Nov. 15. This catch is the biggest industrially in the history of Portage. It means a manufacturing institution valued at \$150,000 or \$175,000. Options on land have been secured and the plans decided on, provided this one concession from Portage is granted. The proposition is made by Thompson Bros., boot and shoe manufacturers, formerly of Duluth, Minn., who have sold out their interests in a large shoe manufacturing plant in that city, and have decided to enter the manufacturing field of Western Canada. Some weeks ago Thompson Bros. came to Canada and investigated the facilities of the different cities. One of the men was in Portage for some days, quietly investigating the facilities. The proposition which is made to the city through Spice & Symington, of Winnipeg, agents for Thompson Bros., is that they will erect a factory 60 by 160 feet five storeys high and basement, of steel and brick. They agree to employ 130 hands the first year and at least 250 hands the second year and thereafter. The property is to be used for manufacturing purposes only. They ask the city to pass a by-law granting a fixed assessment of \$5,000, for a term of 20 years with a fixed business tax of \$100. They further agree to build 20 cottages for their workmen these cottages to be assessed by the city at the usual rate of assessment. The company does not ask for exemption from school taxes.

MR. ARTHUR W. HADWEN, Foreign Branch manager of The "Nugget" Polish Co., London, Eng., is in Toronto visiting the Canadian Branch. This is Mr. Hadwen's first visit to Canada, and what he has seen has made such a good impression with him that he regrets his inability to make his stay of longer duration. One thing upon which he laid particular stress, was the cordial treatment he met at the hands of Canadians during his stay. "In some ways," said Mr. Hadwen, "your business methods are in advance of those of the Mother Country, but we can still learn a great deal from each other." In Toronto, the general appearance of our business streets, our store fronts and systems of doing business were highly thought of by Mr. Hadwen. Mr. Hadwen will leave shortly for New York where he will spend a few days at the New York office and will then sail for London. So well pleased with Canada, is Mr. Hadwen, that it is his intention to again visit us in the near future, when he will have more time at his disposal in which he hopes to get a glimpse of the great west.

said; the proportions of the rubber and benzine will, however, depend upon the condition of the stock solution.

The hides while in the rubber solution are heated and with this object the vessel may be jacketed so that steam, water or other means may be employed and the temperature of the said vessel regulated. The temperature may range from 80 degrees to 100 degrees Fahrenheit, and the period of treatment may extend from two to five days in each bath. It will, however, be evident that the weight, nature and origin of the hides must in all cases be considered and the treatment modified accordingly.

The hides during the foregoing treatment should be removed from time to time and worked by hand, or the liquor in the vessel may be mechanically agitated, or the hides kept moving in the vessel or any other means employed so that the hand-working may be dispensed with.

The leather is next subjected to a second treatment with rubber, in combination with a sulphur solution. The second rubber solution should be of a somewhat more viscid nature, that is to say, it should contain a greater quantity of rubber. For the second bath again dissolve one part of powdered sulphur in about four parts of carbon bisulphide and allow it to stand as before. To this there is again added a mixture adapted to precipitate the undissolved sulphur, and there is further added chlorid of sulphur. The following gives a suitable mixture: One part powdered sulphur dissolved in four parts carbon bisulphide, 5 pounds; sulphuric ether, 12 ounces; benzol, 10 to 12 ounces; coal tar naphtha, 10 ounces; petroleum benzine, 6 ounces; chlorid of sulphur, 10 ounces. About one and one-half gallons of this are added to every 50 gallons of a rubber solution which should contain more rubber than the first bath, a suitable composition of such rubber solution being four parts of benzine to five parts of the stock rubber solution.

After the treatment last referred to the hide is drummed or otherwise mechanically treated with a final rubber solution in order to "stuff" it and according to the weight of the hide the stuffing process occupies from 12 to 24 hours.

In the case of the final drumming employ a rubber solution composed of 1 part stock solution to 2 parts benzine, and to every ten gallons of said rubber solution add four pints of the chlorid of sulphur solution just above described. The hides when taken away from the drum should be placed upon a suitable surface and "slicked" or scraped to remove the surface rubber, the surplus rubber being finally removed by rubbing with a cloth dipped in benzine. The hide, after the removal of surplus rubber, is hung up, and when partly dry is rolled, completing the treatment.

NEW FACTORY FOR BERLIN.—A new glove and mitt factory has been established by Allan Moyer.

## The Bonner Leather Co.

GLAZED KID MANUFACTURERS.  
BLACK AND COLORS.

Salesroom—6 Lemoine Street,  
J. H. GOYER, Representative.

Office—1060 Notre Dame Street West,

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## Staple Footwear

For Men, Women, Boys, Misses  
and Children.

In Dongola and Box Calf. One of the most serviceable and best selling lines in the country.

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BERLIN, ONTARIO



**ALWAYS  
ON HAND**

Red and Grey  
Heel Stock

Also all kinds of  
Flexible Inner Sole  
as Chrome Tan  
Split, Veneer, and  
Duck Inner Soling.

Please write for  
Samples.

Cash will be paid for every pair of Shoes in which OUR COUNTER is used that fails to outwear the Shoe.

**EUGENE GUAY, Manufacturer of Shoe Stock of all kinds**  
230 St. Marguerite Strt - MONTREAL, P.Q.

## CUTTING DIES

of every Description for  
**Leather, Rubber, Paper, Cloth,**  
ETC.

**Honest Values at Honest Prices.**  
**All Work Warranted.**

**Dominion Die Co.**

114 Delorimier Ave., Montreal, Que.  
Phone E 3778

# The Jolly Man's Page

Tommy—"Pop, a man is a bachelor until he gets married, isn't he?"

Tommy's Pop—"Yes, my son."

Tommy—"And what does he call himself afterward?"

Tommy's Pop—"I'd hate to tell you."

\* \* \*

Little Girl—"Ma wants to know if you've got a sheep's head."

Butcher—"No, I've only got my own head. How would it do?"

Little Girl—"I guess it wouldn't do. Ma wanted one with brains in it."

\* \* \*

"My task in life," said the pastor of one of our churches, complacently, "consists in saving young men."

Whereupon one of our young maidens, with a soulful longing, replied, "Save a good one for me."

\* \* \*

Mother—"Johnny, you said you'd been to Sunday School."

Johnny (with a far-away look)—"Yes, mamma."

Mother—"How does it happen that your hands smell of fish?"

Johnny—"I carried the Sunday School paper, and the outside page had all about Jonah and the whale."

\* \* \*

Niece (discussing bicycle attire)—"Are you as much against 'bloomers' as ever, uncle?"

General McCurry—"Certainly, my dear. It must be skirts or nothing. That is—I mean—er—"

Mrs. McCurry—"General!!!"

\* \* \*

"My turkey, 'tis of thee,  
Sweet bird of cranberry

Of thee we sing.

We love thy breast and wings

Back, legs and other things,

We love thy good stuffings,

O luscious bird."

\* \* \*

St. Peter (to applicant)—"What was your business on earth?"

Applicant—"Editor of a newspaper."

St. Peter—"Big circulation of course?"

Applicant—"No, small; smallest in the county."

St. Peter—"Pick out your harp."

Two lawyers before a probate judge recently got into a wrangle. At last one of the disputants, losing control over his emotions, exclaimed to his opponent:

"Sir, you are, I think, the biggest ass that I ever had the misfortune to set eyes upon."

"Order! order!" said the judge, gravely. "You seem to forget that I am in the room."

\* \* \*

A prisoner called the judge a fool and was fined \$10 for contempt. After he had paid the fine the prisoner asked, "Do you fine people for thinking, judge?" The judge said he did not. "Well, then," said the prisoner, "I think you are a fool still."

\* \* \*

A teacher in one of the public schools asked the pupils one day if any of them knew how many seasons there were, and what they were called. A small Jewish girl raised her hand and said:

"Two."

"Two!" exclaimed the teacher. "What are they?"

"The busy and the slack," was the prompt reply.

\* \* \*

I'd rather be a "Could be,"

If I cannot be an "Are,"

For a "Could be" is a "May be,"

With a chance of touching par.

I'd rather be a "Has been"

Than a "Might have been" by far;

For a "Might be" is a "Hasn't been,"

But a "Has" was once an "Are."

Also an "Are" is "Is" and "Am";

A "Has" was all of these.

So I'd rather be a "Has been"

Than a "Hasn't," if you please.

\* \* \*

Once at breakfast at a friend's, Phillips Brooks noticed the diminutive but amusingly dignified daughter of the house having constant trouble with the large fork that she was vainly trying to handle properly with her tiny fingers. In a spirit of kindness, mingled with mischief, the Bishop said:

"Why don't you give up the fork, my dear, and use your fingers? You know fingers were made before forks."

Quick as a flash came the crushing retort: "Mine weren't."

### MORE TROUBLE IN THE SHOE TRADE.

Under the above caption, the Quebec Daily Telegraph of October 21st, contains the following article:

"An interview with one of our leading local manufacturers, published at length in *Le Soleil* yesterday, reveals a very alarming condition of affairs in our boot and shoe industry, which should claim immediate and serious attention. It appears that this manufacturer, who has carried on business here for many years, is about to leave Quebec altogether and to open a new establishment in another centre, and that in all probability he will be followed by two others at an early date. We have made careful enquiries and find that this time there is no bluffing or idle threatening involved, that what the parties concerned say they really mean, and that Quebec at this moment is on the eve of losing three of its most important establishments, which for years have provided work and sustenance for a large number of our population. This is not a very pleasing contingency to contemplate, especially at a time when we are doing, or supposed to be doing, our very best to hasten Quebec's commercial and industrial revival by attracting new industries and enlarging the business of the older ones, but it may serve a good purpose, should it open the eyes of all concerned to the real causes of our old city's decay and to the many handicaps from which it suffers, and which it will have to overcome before it can hope to attain its long-desired goal.

"The reasons which are compelling the shoe manufacturers referred to to close up their Quebec factories and remove to other scenes, may be briefly summed up. It is not the handsome bonuses and the twenty years' exemptions from taxation held out to them by other more pushing and wide-awake municipalities, which are attracting them away from us so much as the natural and artificial disabilities under which they labor here, as compared with the past, and which are putting them out of the race for successful competition with more favored localities. First and foremost among the natural disadvantages may be classed Quebec's geographical situation at almost the extreme east. Then the centre of trade has shifted, and is daily moving further and further westwards, which is gradually reducing the field of our manufacturers' action as compared with Montreal, Toronto and Winnipeg, which also enjoy vastly greater facilities for transportation. The heavy rates of insurance in Quebec further tell seriously against them and very materially help to render the local situation untenable by them any longer. But the gravest of all the handicaps against which they have to struggle in Quebec are those created for them artificially by the labor unions. In spite of all its natural disadvantages the manufacturer of boots and shoes might still hold his ground successfully in Quebec, which was once at the

top of the ladder in the connection, but for its too frequent disturbance by labor troubles in the shape of strikes and by the capricious dictation of the labor unions, which look only to the supremacy of their order and the supposed good of the working men, but in reality to their injury and the ruin of the trade. These short-sighted bodies sometimes refuse to consider anything but their own interests or to make any allowance for the greater difficulties which beset the Quebec manufacturer contending against the competition of more favored centres, as well as against the discouragement of a rapidly diminishing trade. They demand and insist upon even higher wages than are paid to their class in places possessing to-day double the natural advantages, and the field for development of Quebec and where the trade is booming and expanding all the time. And, not satisfied with forcing and maintaining this grave drawback upon Quebec, the labor unions have constituted themselves the supreme rulers and arbiters of the situation. No manufacturer can call himself master in his own establishment. He must do their bidding in all things, no matter how vexatious, unreasonable or damaging these may be to his business. He must obey their orders or shut up shop, no matter what may be the loss to him. He must dismiss only the hands they indicate and take only those they authorize, no matter how incompetent, inexperienced and unfit they may be, or how much damage they may do to expensive machinery. Within a year or so, there has been a slight improvement in the situation through the adoption of conciliatory measures for the amicable settlement of difficulties and the prevention of strikes, but it is not sufficient to make up for the leeway which Quebec has lost, while in other respects conditions are said to be as bad as ever.

"Nor can the Quebec manufacturers take advantage of the greater nearness of this port to the sea to profitably export their goods to foreign countries. The high wages they have to pay is an absolute bar to this. The only products they can sell with a profit in Europe or even in certain parts of our own district, like the north shore below, are the more common class of footwear. Formerly, when they paid lower wages to their hands they made a great deal of goods of this inferior class, but since the wages they pay have attained their present high figure, they can do so no longer to advantage. They can no longer turn out profitably articles which cost them to-day more to produce than the prices they can obtain for them. They are consequently forced to turn their attention wholly to the making of high quality footwear, which can be turned out just as quickly as the inferior goods and sell at much higher prices. And the result of this state of things is more prejudicial to the men than to the masters. The orders for the higher class of articles are necessarily smaller than those which would be secured from the making of the common goods. In the latter class, the styles change very little, and during the



slack seasons the manufacturers could employ their hands in making them, but the high wages which they have to pay prevent them from doing so, and the workmen accordingly suffer in frequent and heavy loss of time. Nor would it pay the masters to employ their hands at making first-class goods in advance during the slack seasons, because the styles in them change so often and so suddenly that, by the time the selling season comes around, such goods would no longer be in fashion and could not be easily got rid of except at a depreciation.

These are the conditions which are rapidly making for the total destruction of Quebec's once flourishing boot and shoe industry, and which it seems almost impossible now to remedy, so far has the decay of the trade here advanced. During last year alone, nine new and extensive shoe factories were started in Ontario and nineteen in all Canada, and these are all so many magnets drawing business away from us. In Quebec, no new one came into existence, but on the contrary, the number of those we had has decreased. Ten or twelve years ago Quebec counted some thirty-five of these large industries, all doing an extensive trade. To-day we have only twenty, while if we had kept pace with the progress of the whole country, we should have increased their number to forty or fifty. And now we are threatened with the disappearance and loss of three more, and these not the least important in the city.

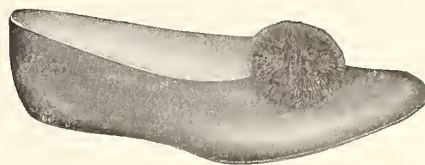
"As we said the other day, the fault is not wholly that of the men. The masters themselves are in a measure to blame. Had they taken a firm stand and spoken out boldly years ago instead of seeking refuge in a cowardly silence and forbearance, had they fully exposed their grievances and the handicaps of their situation in Quebec, had they advertised themselves and used as they should have done, the powerful leverage of the local press, they would have had the support of an enlightened public in resisting the excessive demands which have put Quebec at such a disadvantage, and of which they claim to-day to be so much the helpless victims that they have to flee from our old city.

"The leaders of the National Labor Movement approached by the Telegraph, with regard to the matter, said that the whole story is a false alarm, and altogether without foundation.

"There is no difficulty, they say, between the manufacturers and themselves, and any little misunderstandings which may crop up from time to time are settled to the mutual satisfaction of employer and employe by the Council of Conciliation.

"It is further stated by the labor men that the person who is responsible for the circulation of the rumor should have considered well before giving such erroneous rumors for publication which do good to none and do incalculable harm to the shoe trade in Quebec."

IN GREAT DEMAND.—Messrs. Philip Jacobi announce that the demand for their "So Cosy" Boudoir Slippers this year is more than treble that of any previous year, and it is their intention to double the size of their factory this fall. The improved styles this year, accounts in no small degree for the great demand and to secure prompt delivery orders should be



Boudoir Shoe

placed early. A visit to their sample room would be time well spent. There you will see over one hundred styles of Infants soft sole shoes. The workmanship seems perfect and the beauty and variety of design would satisfy the most fastidious. Everything from dainty hand embroidered Moccasins to extra high



Baby Shoe.

cut collar shoes for the baby always on hand. A prominent feature for spring is their new welt shoe for children. This line has just been put on the market and is meeting with great success. It is a genuine welt and has a soft cushion insole.



Welt Shoe.

The process for making this shoe is patented and on account of being made on non-royalty machinery it can be sold at little more than the price of McKays'.

SHOE MFRS. MADE MONEY.—Wills of three shoe manufacturers, filed at Brockton, Mass., dispose of \$1,175,000. Captain Robbins B. Grover, head of the Emerson Shoe Company, who died last May, left \$500,000. It is left largely to his widow. Packard, senior member of the firm of Packard & Field, who died last May, left \$500,000. It is left largely to his widow. Albert Barrows of Leonard & Barrows, who died last August, left \$75,000 in bequests to Nathaniel and Hiram, his brothers; Mrs. Earl Bennett and Mrs. Louisa Smith all four of Middleboro, and Miss Eugenia B. Barrows, of Brockton.

EXHIBITION OF BELT MAKING MACHINERY AT BERLIN.—It was no doubt in great part due to the wide-spread advertisement which the Moenus Machine Works of Frankfurt-on-Main propagated that the attendance at the above exhibition was exceedingly numerous and of quite an international character. Besides a great number of German belting manufacturers there were also present many representatives of belting factories in Austria-Hungary, France, Russia, Belgium and the northern countries who had come to study the machines which, during the last few years, have been brought into the province of modern belt making. Immediately upon entering the exhibition one's interest was aroused by the number of machines which the Moenus Machine Works were exhibiting. In particular the general attention was drawn to one machine which, above all others, was the object of much interest and careful study. This was a belt sewing machine, sewing with leather laces in exact imitation of handwork and producing a stitch far superior as regards strength, neatness and regularity, and working at a far greater speed than is possible by hand. During the three days which the exhibition lasted this machine was a continual source of interest to visitors owing to the absolutely perfect manner in which this previously considered impossible machine is constructed. If, judging from the strong construction of the machine and the neat execution of all its parts, one was led to expect good results from its working, the actual capacity of the machine exceeded all expectations. By means of raw hide, oil dressed, chrome tanned, tawed and bark tanned leather laces, the machine sews belts from  $\frac{1}{8}$  in. to  $\frac{5}{8}$  in. in thickness, either single or double, and has a daily capacity of 500 to 800 feet and only requires power of  $\frac{1}{2}$  H.P. It was therefore only natural that a great number of belt manufacturers present at the exhibition gave this machine their most serious consideration. The other machines which the Moenus Machine Works were showing were their "Herakles" Universal Belt Machine, with its latest improvements, "Artemis" Leather Band Cutting Machine, "Tabula" Setting out and Scouring Machine for butts, "Pallas" Belt Gluing Press, "Favorita" Leather Splitting and Levelling Machine, "Auto-Stella" Skiving Machine for Skid Protector Covers for Automobiles, which, altogether, went to make a very interesting exhibition and fully demonstrated that this firm's products in this line of business still stands in the first rank. We learn that the exhibition has proved an unqualified success, as it not only strengthened the already good opinion of the Moenus machines but the sales effected in Berlin during the period of the exhibition fully recompensed them for the expenses involved in its undertaking.

NEWS OF LEATHER TRADES.—Tanners (450) in Huntsville and Bracebridge were given an increase of from 10 to 15 per cent. by the Anglo-Canadian Leather Company. Leather workers (40) in Vancouver had their working hours reduced from nine to eight per day.—Labor Gazette.

BUSINESS OPENINGS.—(1583). A very large South African firm of rubber merchants desires to be placed in touch with Canadian shippers of leather belting, rubber boots and asbestos packing. (1590). A Midlands firm manufacturing boots and shoes, wishes to get into communication with Canadian importers. (1602). A Mexican wholesale importing firm desires to get into communication with Canadian exporters of shoes. (1611). A New Zealand firm doing business in all the cities in New Zealand desires to have samples of men's and women's boots and shoes. Specifications of samples required may be had upon application to the Department of Trade and Commerce. The names of the firms making these inquiries, can be obtained upon application to: 'THE INQUIRIES BRANCH, THE DEPARTMENT OF TRADE AND COMMERCE, OTTAWA,' or 'THE SECRETARY OF THE BOARD OF TRADE AT HALIFAX, MONTREAL, ST. JOHN, WINNIPEG, CALGARY OR VANCOUVER. Readers using these Trade Inquiries, should not fail to forward references, particularly if they are bunkers' references. Quote the Reference Number when requesting addresses.

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Ready

AIRD & SON

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MONTREAL, QUE.

For  
Spring 1911



A TRADE MARK IMPLIES A GREAT LOT  
THOUGH SOMETIMES LITTLE OR NAUGHT  
BUT WHEN "MONARCH" APPEARS  
AWAY WITH ALL FEARS  
FOR IT'S SURE THE RIGHT GOODS YOU HAVE BOT

Brandon Shoe Co. Limited  
Brantford, Ontario

**FOOTWEAR IN WEST INDIES.**—Until a few years ago a large proportion of the colored population of the important group of islands comprising our West Indian possessions were accustomed to go barefoot, but it is satisfactory from both the social and commercial point of view that the condition of the people has so far been improved that the practice is rapidly dying out, even in regard to laborers and children. The total importations into the West Indies of boots and shoes from Europe and the United States is of an estimated value at the present time of probably little less than £1,000,000; but it is safe to say that something like two thirds of this large amount go to benefit firms in the United States, who send every year to these islands footwear to the value of upwards of £700,000, whereas the purchases of similar goods of British manufacture total barely one-tenth of that sum. Cuba and Porto Rico, although not strictly members of the West Indian group, are naturally America's best markets for these goods in this part of the world; indeed, practically all the footwear shipped to these two islands comes from the United States. In some of the British islands, also—Trinidad, Barbados and Jamaica, for example—a large percentage, sometimes as much as three-fourths of the stocks carried are of American origin. One thing seems certain, and it is increasingly emphasized by importing firms with British connections in the West Indies, that so great is the influence of American styles, shapes and sizes that no Leicester or Northampton manufacturer can hope successfully to compete in those markets unless he is prepared to recognize this fact and act accordingly. It is only a matter of reaching towards United States styles and finish, and further accommodation in respect of half and quarter sizes, that would put English manufacturers on a parity with their competitors. It is erroneous to assume that the West Indian market for footwear is wholly devoted to inferior qualities, although, of course, the social status of the bulk of the population demands that the greater volume of the trade should be in low-priced articles. As a matter of fact, however, the qualities range from the lowest to the highest, and the wealthier citizens, both European and colored, of which latter there are large numbers, naturally insist on having the very finest modes from France and Austria. As a rule, boots are worn in preference to shoes, especially by men, men's boots being nearly all in laced styles, but ladies' are about equally divided between laced and buttoned. There is a good demand for a light boot of good style and finish, even though it may not be particularly durable, heavy boots are not being favored, probably because of the heat, and, strange to say, dancing shoes sell freely and are retailed up to 22s. 6d. per pair. Besides leather footwear, however, importers are keen upon obtaining good wearing qualities of buckskin and canvas shoes, cotton canvas with oak-tanned soles having the best sale. The West Indian market for footwear tends to grow in importance every year, it being claimed by the medical profession that bare feet are the chief cause of anaemic infection. Indeed, it is not improbable that in Porto Rico an Act will shortly be in force compelling all persons to wear foot covering. Such drastic legislation is, of course, unlikely in the British islands, but the vogue for the general adoption of boots and shoes, has set in among the colored population, who vastly outnumber the whites, and as a consequence makers ought to seize the opportunity to make a bigger bid for the trade than they have hitherto done.—Ex.

**MFRS. WILL TEST ACT.**—British Columbia's Companies Act continues to arouse the disapproval of eastern manufacturers and sales agents who operate in that Province and a definite plan of opposition will soon be outlined. The matter occupied the attention of the Executive Council of the Canadian Manufacturers Association held recently in Toronto and formed a subject of discussion at a special meeting of the members of this district held at the offices of the Association in the Montreal Board of Trade. It is probable that a test case will be undertaken by some firm in order to seek a decision on the powers of the province to tax companies on the basis at present pre-

vailing. There is already a "stated" case before the Supreme Court instituted by being contested on a question of jurisdiction. The manufacturers are desirous of contesting the act on its merits so it is probable that a case will be instituted. The meeting of the Executive of the Association was well attended and discussion was warm on legislative matters. Various plans were formulated for a campaign during the coming session of Parliament. The Montreal representatives went to Toronto on board a special Pullman over the Grand Trunk. The party included Messrs. Clark Riordan, N. Curry, vice-president of the association; W. W. Butler, J. A. Milne, D. J. Fraser, William Waugh, John Baillie, J. H. Sherrard, R. Gardner, president of the Montreal branch; S. D. Joubert, Joseph Fortier, William Caudwell, C. S. J. Phillips, W. H. Wyman, Hon. J. D. Rolland and H. T. Meldrum the Montreal secretary.—Montr. D. Star.

**SWEDISH GLOVE INDUSTRY.**—Some years ago the Swedish export of gloves was very important, and good business was done with England, Germany, and America, in particular.



New Store of Mr. Jos. Johnston, 479 Parliament Street, Toronto.

The export is now practically negligible, and this is said to have been caused by the fact that wages in Sweden have risen more quickly than in other countries, whilst raw materials are also more expensive. In fact, even in the country itself the demand for Swedish gloves has lessened, as foreign-made gloves are sold cheaper.

**NEWS OF FREDERICTON.**—The John Palmer Company, tanners and manufacturers of larrigans, has been re-organized. The capital stock will be increased from \$75,000 to \$125,000. Montreal and New York capitalists are being interested. The City Council has decided against granting a loan of \$10,000, but have agreed to pay interest for ten years on a loan of \$10,000 to the Company in addition to giving them exemption from taxation, free site, and free water for the same period.—Ex.

**CHANCE FOR REPRESENTATIVE.**—Canada could do a far better business with the Bahamas if a little more enterprise were shown. In these islands, or rather in Nassau, the capital, a Canadian salesman is a *rara avis* indeed, while from the United States he is a familiar object. There is an opening for a large Canadian commission house which could be represented here by samples of cotton goods, boots and shoes and hardware.—Dept. Tr. and Com.

**NOT UP TO SAMPLE.**—Complaint is made by New Zealand importers that boots and shoes ordered are not up to samples. The samples were said to be very satisfactory, but the goods very disappointing. The result was that no more orders were given.—Dept. Tr. & Com.

WINNERS OF GOLD MEDAL.—The Slater Shoe Co., of Montreal, were awarded the gold medal for their excellent display at the Dominion Exhibition, held in St. John, N.B. The detail and artistic arrangement of this magnificent display was due to the enthusiasm of E. G. McColough, proprietor of the Slater Shoe Store, No. 81 King St., St. John, N. B. For sterling qualities, excellence of production, and tastiness in display and general superiority, the Slater Shoe is now the proud possessor of the highest mark of recognition. This well known footwear has been on exhibition in many cities of Europe and America and has created a furor wherever viewed, and the public will shortly have the opportunity of seeing displayed in all the different Slater Shoe Stores in Canada the medals and diplomas previously awarded to this excellent shoe. The St. John, N.B., *Standard* referred to the exhibit as follows: "Canada's greatest shoe is displayed in an effective manner in the balcony of the main building. Mr. E. G. McColough, Maritime Province representative, has designed and constructed one of the most attractive booths in the whole Fair. The color scheme is in green, white and gold, the booth enclosed by a neat gilded iron railing and gate and the upper portion finished in green and white lattice work. The same color scheme is carried throughout and the simplicity though richness of the design in the interior makes this display fully equal to anything in the exhibition. It has been the centre of attraction in that portion of the building since the opening, and visitors, although



attracted primarily by the effective appearance of the booth, are held and interested by the really bewildering display of shoes. In this exhibit are three large glass cases, in which are shown upwards of three hundred of the Slater Company's styles of footwear for the spring of 1911. Every conceivable variety is shown from the Strathcona shoe, which the Slater Company furnished to the Strattona Horse at the time of the South African war, to the finest effects in ladies' fine shoes. A feature of the display is an entirely new leather, a colored patent colt, which it is said will be very popular for the spring trade, and which is certainly a novelty in the shoe line. It is difficult to judge from this exhibit what shoes will be most worn—but it would appear that the browns and tans and other such colors are not losing their popularity. The Slater Company go, not only to American centres for their styles, but have chosen the best from the English and French markets. European manufacturers recognize that their own customers demand comfort in the first place with appearance as a secondary consideration. The result is that the Parisian and London styles are models of comfort and foot ease; at the same time the former especially lead the world for style. The shoes shown by Mr. McColough are not samples for exhibition purposes, but are the identical goods which will be sold to the trade throughout the provinces during the next few months. No greater care is put

on the articles in this exhibit than is to be found on all the product of the Slater Company. Their goods are always up to the sample and frequently better. As regards the booth itself, the walls are attractively decorated with the well known Slater trade marks and advertising signs, while there are also on display on the walls specimens of skins from which the Slater shoes are made. One of the most beautiful leather finishes that one could wish to see is the satin velour, probably the finest specimen of the tanner's work that could be found. Mr. McColough speaks very strongly about the imitations of the Slater shoe that are being put on the market and is impressing on both shoe dealers and the general public that every pair of genuine Slater shoes has the slate frame trade mark and the words: "The Slater Shoe" on it. Mr. McColough starts on his trip to the Maritime Provinces as soon as this exhibition is over, and the indications are that it will be a bumper season for the Slater shoe in his territory."

DEMAND FOR ENGLISH BOOTS. — Leicester, the greatest leather consuming centre in the world, draws nine-tenths of the raw material from foreign countries, and its business is advancing by leaps and bounds. Never in the history of the boot and shoe industry has there been such a transformation as that now in progress. This is the flat season, which has formerly been dreaded by employers and workmen alike. For two and three months hundreds of workers have formerly been idle and thousands more have been on half-time, and in many cases operatives worked only a few hours per week. This season, however, a great change is noticeable, in spite of the very high cost of raw materials. Instead of stagnation and misery, there is practically full employment for everybody. Manufacturers have shown great enterprise in improving the style, design and finish of both ladies' and men's footwear, and orders have come to hand from the colonies, the continent, and from the United States even, in unexpected quantities. The home trade, too, has revived, and the result is that instead of no work, there is general activity. Many of the factories are on full time on home and export orders. The goods being exported to America are choice boots for ladies, manufactured from British, German and American leathers. It is officially announced that plans have been passed for the construction of a number of new and handsome factories of large capacity in the neighborhood of Leicester to cope with the greatly increased demand for British-made boots and shoes.—Dept. of Tr. and Com.

AGENT WANTED.—To develop our trade in Canada we require an agent to introduce our goods to the wholesale jobbers and multiple shop houses. Apply with references to "THE VITALITE SOCK CO.," Plevna Road, South Tottenham, London, England.

## Solid Leather FOOTWEAR

for Prospectors, Surveyors, Cruisers and River  
Drivers in Standard Screw and Goodyear Welt

Men's Youths' and Boys' Staples

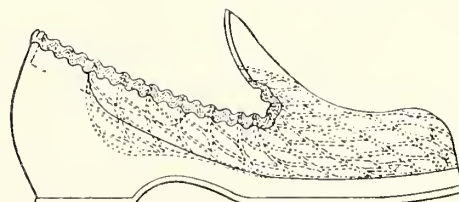
**C. B. Dayfoot & Co.**  
Georgetown, Ont.

ITEMS OF INTEREST.—The following have started business during the past few weeks: Chas. Donaldson, Baie St. Paul, Que.; Capling & Hickling, New Liskeard; Frank Heasman, New Liskeard; Chas. Gross, 156 Cordova W., Vancouver; H. F. Weber, Blairmore, Alta.; A. Longhurst, Erskine, Alta.; John Mahlin, Govan, Sask.; The Elite Shoe Co., 55 Hastings St. E., Vancouver; Victor Coulombe, 381 St. Joseph St., Que.; Robert Gray, Dartmouth, N. S.; Reid & Webb, Winnipeg; V. Lamarre, Richmond, Que.; Triplefit Shoe Store, 566 Granville St., Vancouver, B. C.; Trick & King, 146 Cordova St. W., Vancouver; Hunter & Jewett, Central Park, Vancouver; C. Hill, 142 Cordova St. W., Vancouver; M. A. Beach, 538 Westminster Ave., Vancouver; Alfred Duclous, 49 Ste. Agnes St., Quebec; I. Brodeur & Co., Maissonneuve (Montreal); E. Geffen, Red Deer, Alta.; Freeman & Co., Edmonton, Alta.; C. B. Warne, Whyte Ave. W., Strathcona, Alta.; Globe Clothing Co., 15 Main St., Moose Jaw, Sask.; N. O. Noel, 32 Liverpool St., Sherbrooke, Que.; E. Marcoux, 57 Alexander St., Sherbrooke; M. McKechnie, 138 Wellington St., Sherbrooke; Alf. Lanctot, 67 Marquette St., Sherbrooke; Levy & Lewis, Montreal; Broadway Shoe Store, Montreal; Cohn Bros., Clarke's Harbor, N. S.; Morris & Nickerson, Clarke's Harbor; O. Cloutier & Cie, 66½ St. Joseph St., Quebec; Sidney Chute, Caledonia, Queen's Co., N. S.; J. U. Bisson, 740 St. Valier St., Quebec; W. H. Trimmer, Bear River, N. S.; D. A. Frittenburg, Blue Rock, N. S.; J. R. Falt, Bridgewater, N. S.; C. Bradley, Calgary; Regent Shoe Store, Montreal; J. Desbiens, 195 Napoleon St., Quebec; Alex. Boisjoli, 309 St. Joseph St., Quebec; Montague Anderson, Chester Basin, N. S.; Outremont Shoe Store, Outremont, Que.; J. F. Monahan, 106 King St. W., St. John, N. B.; Digby Boot & Shoe Store, N. S.; Castor Clothing House, Castor, Alta.; Director, Cohen & Co., 390 Gottingen St., Halifax; D. Kaplan, 111½ Gottingen St., Halifax; H. McLeave, 171 Barrington St., Halifax; Nova Scotia Bargain Co., 123 Argyle St., Halifax; C. L. Power, 162 Granville St., Halifax; M. Valinansky, 90 Upper Water St., Halifax; Goodman, Vineberg & Co., 61 Gottingen St., Halifax; M. Weber, 94 Upper Water St., Halifax; N. A. Hubley, French Village, N.S.

Boston Shoe Co., Ltd., closed Toronto store on Oct. 1st; John Zinn, Waterloo, Ont., removed to Baden; Charles Dunkley, Ridgetown, Ont., was succeeded by Dunkley & Campbell; Rutledge & Jackson, Fort William, by Mr. Jackson; Gray, Cameron & Co., Wiarton, by J. S. Cameron; H. E. Buchanan, Liverpool, N. S., by Mack Buchanan; Hardy & McGaffery, Thamesville, Ont., by Geo. Hardy; Morwood & Reilly, Welland, Ont., by Reilly & Reilly; C. Stephens Co., Ltd., Collingwood, Ont., by Stephens Stores, Ltd.; Cohen & Jacobson, Canning, N. S., by J. Cohen. Geo. Stovel, Acton, Ont., sold to Charles Fritz; A. McDermand, Petrolia, Ont., to Mr. Taylor; L. E. Rowan, 16 Wyndham St., Guelph, Ont., to J. D. McArthur; J. B. Douglas, Calgary, to Mr. Ransom; John D. Hume, Murray River, P. E. I., to Jordan & Brehant; J. J. Pyke, 516 Hastings St. W., Vancouver, to Johnson Shoe Co.; C. F. Cooper, Hamilton, Ont., to Smith Bros.; P. W. Martin, Wawanese, Man., to J. R. Strome. C. Bellevue, Quebec, is stated to be out of business; also R. Ducoffe, Bridgewater, N. S.; N. E. Mitchell, 614 Georgia St., Vancouver; C. C. Lalonde & Co., 632 Granville St., Vancouver; Stanley Kidd, 395 Harris St., Vancouver; B. Christensen, 245 Hastings St. E., Vancouver; Bernard Lastar, Peterborough, Ont., giving up business. Among the assignments noted are: J. H. Ralph, Newbury, Ont.; Paneton & Frere, Three Rivers, Que.; Mrs. L. E. Peak, Creston, B. C.; Louis Brochu, Montreal; Louis Plante, Montreal.

LEEDS AS A LEATHER CENTRE.—From very remote times, Leeds has been recognized as a leading centre for the buying and selling of leather. Important leather fairs are still held in the months of January, April, July and October each year, which are well attended by traders from various parts of the United Kingdom. Although in the district itself, the production of leather, especially of the upper varieties, is exten-

sively carried on, yet many well-known factors and merchants are established here, having centrally situated warehouses from which they transact a long-established business, both in the special productions of the district and also in leathers of foreign origin. The importance of Leeds as a leather market is also enhanced by the fact that the city itself is a large consuming centre; no less than 38 boot and shoe manufacturing concerns have factories here in which employment is given to 4,000 persons. In addition to the manufacture of boots and shoes, a new branch of the industry of comparatively recent growth is the making of ankle straps and children's shoes. A still more recent addition is the new extensive production of slippers, all of which departments necessitates a large annual consumption of suitable leathers, in the supply towards which Canadian manufacturers might be able to contribute further. The last few years have witnessed a rapid growth in the popularity of technical education in connection with the boot and shoe industry at Leeds. At a nominal cost of a few shillings, facilities are now offered by the educational department of the city, whereby any young person desirous of obtaining knowledge of the various branches of the manufacture of footwear is enabled to attend an evening boot and shoe trade school provided for this purpose. A model factory is fitted at this school with over fifty of the latest mechanical contrivances for boot and shoe manufacture, under the control of practical instructors. By their aid, such subjects as clicking, pattern-cutting, upper closing, machine and hand lasting and making, machine finishing, rough stuff cutting and factory management are taught to stu-



A newly patented Rubber Overshoe, described on Page 40.

dents. This school has the full support of the manufacturers interested, and through the instruction afforded is the means of supplying higher skilled operatives and machinists with results decidedly to the advantage of both employer and employed.—Dept. Tr. and Com.

LEATHER INDUSTRY OF THREE RIVERS.—A very interesting and well designed booklet, devoted to the manufacturing facilities of Three Rivers, P. Q., contains the following reference to the city's leather industries: The Tebbutt Shoe and Leather Company, Limited, has 300 employes and manufactures 90 cases of footwear weekly. The factory was established 11 years ago, and is one of the city's leading industries. Bernaquez & Baillargeon went into the business of manufacturing shoes five years ago. They employ at present 25 people, who produce some 600 pairs of shoes weekly. The Balcer Glove Manufacturing Company has been in existence since 1854. Men's and ladies' gloves from the finest to the lower priced lines are manufactured, which are sold chiefly throughout the Dominion of Canada. These gloves are of the highest quality, and are appreciated not only in Canada but in Europe as well, as is proven by the diploma of honor and gold medal received at the Paris Exposition in 1900. The concern has 160 people on its payroll. The Robert Ryan Company, Registered, was established in 1907 and employs at present nearly 100 people. Since its existence the business has more than doubled. In fact, the business is expanding so rapidly that plans have already been prepared to add an addition to the present factory building. At present orders have to be turned down for want of working space. With the enlarged manufacturing facilities the company will be able to employ at once 100 more people.



## Shoe Packs, Larrigans, Sporting Boots

Proved by the test of years of satisfaction-giving  
are those which bear

### “Lumber King” Brand

Oil Tanned the Lumber King way they are  
peculiarly fitted to stand the hard rough wear  
of a Canadian Winter in the woods.

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**McKenzie, Crowe & Co. Ltd.**

BRIDGETOWN, N.S.

## NEW INVENTIONS

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane, London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

Mr. Butcher, of London, Eng., has recently been granted a patent for an invention relating to the insoles of boots and shoes, which soles are waterproofed to a short distance beyond the stitch line by impregnating them with any suitable waterproof solution. The body of the soles is rendered partly waterproof by soaking its grain side in water to a depth of about half the thickness of the leather, and then impregnating its reverse side with a waterproofing solution. The action of the solution ceases when it meets the dater.

Messrs. Lipman and Kennedy, of London have recently invented and patented an improvement in connection with the method of sewing insoles of boots etc., and consists in stitching the upper and outer sole to a bevelled strip of leather etc., which is arranged in one or more pieces butted together around the edge of a backing of canvas, paper, etc., an insole bevelled at its edges is then cemented over the strip. In some cases, the strip is placed between the upper and the middle or outer sole.

Mr. Tomalin, of London, whose invention relates to ventilating-means of the kind in which an air passage is formed between the inner and outer sole, consists in the provision of means positively to prevent the sides of the air passage from approaching each other. To effect this, strips of aluminum, etc., are fixed to the leather piece at each side of a groove which forms the air passage between the soles communicating with the outside air through passages connected therewith. The ends of the strips project beyond the piece and are fixed the desired distance apart by a transverse bar of aluminum etc. The strips may be reinforced by one or more strips. In some cases a flat spiral of wire is fitted in the groove. In construction the transverse bar is replaced by a plate arranged longitudinally of the piece to cover the groove.

Messrs. Day & Martin of London have recently been granted a patent for an apparatus for cleaning boots etc., which consists in providing means for automatically registering the number of customers an automatically operated catch being employed for preventing false registrations. The pressure of the heel depresses a spring-supported plunger which is connected with the shaft of a counter. In one method of carrying out the invention a sliding spring-controlled bolt actuated by the depression of a second plunger in the toe portion of the stand is arranged to lock the first plunger until the foot is entirely removed. In another method, the foot is held to the stand by interlocking pivoted clasps which are released by hand at the end of the operation. Instead of a counter, a record strip driven by clock-work and marked by a pencil may be employed.

Herr. C. Zimmerman of Berlin, Germany, has invented and been granted a British Patent for sole and heel protectors. Metal protectors which are driven into sole and heels are provided with grooves or recesses which taper upwards and in the opposite direction to the taper on the protectors themselves. The protectors may be provided with thin-walled projections which, after the protectors are inserted, are turned over to hold the protectors in place. In some cases, particularly for soles, they are provided with one or more wings. They may also be provided with integral or detachable heads which project above the surface of the sole etc.

A channelling-tool for use in repairing boots and shoes has been invented and patented by Mr. G. H. Honey of Swansea, England, and comprises a stock carrying a knife which is secured in position in a dovetail slide by a bolt and a roller for pressing down the lip. At one end is a bevelled edge and at the other a pointed projection. The knife may be circular.

BOOTS ETC.—Patentee Mr. R. Wright of Manchester, England. Patent No. 15,391. This invention relates to boots and shoes of the type having metal plates inserted in the soles, a thin spring steel plate is inserted between the outer sole and a leather intersole secured to the ordinary insole. The plate is riveted to the intersole and both project beyond the edge of the upper to form a so-called "welt" which is formed with equidistant perforations. The outer sole which is formed of single-ply leather, is correspondingly perforated, and is secured by wax-end or wire lacing, or by rivets, passed through the perforations in the three layers. At the instep, the plate is built up in the usual manner and can be provided with rubber pads is also secured by rivets passed through it and the layers. The sole or heel when worn can be detached and replaced by another without skilled labor. Also the steel plate serves to make the boot etc., damp-proof.

The following have recently applied for a Patent.

24042. Thomas William Chamberlain, London. Improved device for blocking leggings and like articles, also applicable for use as a legging tree.

24066. Henry Lahey, Glasgow. Improvements in rubber or other heel pads, or heels for boots and shoes.

24214. Gimson & Co. Ltd., and Socrates Keats of London. Improvements in or relating to boot and shoe machinery.

24485. Charles Bennion, Arthur Bates, Joseph Gouldbourn, and British United Shoe Machinery Co., all of London. Improvements in or relating to starting and stopping mechanism for machines used in the manufacture of boots and shoes.

24487. Maschinenfabrik Moenus, of London. Improvements in apparatus for pulling over boots and shoes and the like.

24561. Alfred Julius Boulton of London. Improvements in or relating to machines for trimming insoles or for performing similar operations.

24595. James Hill Hammond, also of London. Improvements in heel pads and the like.

DEATH OF PUBLISHER.—Charles V. Anderson, president of the Tradesmen's Publishing Co., St. Louis, publishers of the Shoe and Leather Gazette and of the Drygoodsman and General Merchant, and a director of the Boot and Shoe Recorder Publishing Co., died of typhoid fever at his home in St. Louis after an illness of six weeks. His co-workers in the Root Newspaper Association, of which the St. Louis papers referred to, as well as the Boot and Shoe Recorder, are members, received the news as a shock, for Mr. Anderson had commanded their esteem and love. Mr. Anderson was born in Canton, Ill., forty-two years ago. He received his early business training in a dry goods store in that city, where he rose from the post of errand boy to that of manager. In 1895 he became associated with Carson, Pirie, Scott & Co., Chicago. He joined the staff of the Drygoodsman in November, 1898, and was elected president of the Tradesmen's Publishing Co. in 1906. He was president of the National Federation of Trade Press Associations and vice-president of the St. Louis Trade Press Association. He was also an associate member of the Travelers' Protective Association of America and was prominent in the Masonic circles. At the time of his death Mr. Anderson was a member of the Missouri Legislature from the Sixth District.

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¶ We are now fully equipped to execute all kinds of printing in the most artistic and up-to-date manner.

¶ Are you thinking of issuing a Catalogue? If so, do not close before seeing our samples and getting our figures. We do the work right.

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A VISIT TO ALASKA.—Mr. William H. Dunn, of Utz & Dunn Company, of Rochester, N. Y., returned last week after an absence of about fifteen weeks, during which time he visited Alaska and several of the Western States. Starting out early in July, Mr. Dunn was joined in Seattle by Charles S. Pierce, one of Utz & Dunn Company's coast sales force, and the two made the journey by boat, stopping at Vancouver and Prince Rupert, British Columbia; Ketchikan, Sitka, Douglas, Juneau, Skagway, thence from White Horse up the Yukon River to Dawson and St. Michael, continuing from there to Nome, from which port the return trip to Seattle was made. While on the coast, Mr. Dunn called on as many of the trade as his trip would allow, accompanied in Washington and Oregon by Mr. Pierce and J. W. Dawkins, another of the coast salesmen, and in Wyoming and Idaho by Salesman Ed. F. Rice. Mr. Dunn's impression of Alaska is that of a splendid land with much of its resources still undeveloped and needing men of means to make that development possible. "Most of the mining thus far has been in the placer mines," said Mr. Dunn, "and these mines soon run out. There are two quartz mines, one at Treadwell and one at Valdez, waiting for capital to develop them. There are also great mines of anthracite coal, and mines of bituminous. Because of these placer mines the older towns in Alaska are growing smaller constantly, just as the mines run out, and newer towns are springing up around later mining camps. But Alaska has everything that it needs in order to develop, with the exception of means, as I have cited, and, of course, the climate. I found in all of the Alaskan towns a keen, wideawake lot of business men, progressive and energetic, and constantly reaching out in the line of advanced ideas." Vegetation in Alaska is not especially good, however, in the opinion of Mr. Dunn. He did see potatoes and cabbage, beets, lettuce and such vegetables grown near Dawson, but the growth was largely of the mushroom order, or resembling the hothouse variety. "They say that the ground freezes to a depth of two hundred feet in Alaska," remarked Mr. Dunn, "and then during the hot period, it thaws out to a distance of three to four feet under a hot sun. The vapor coming from below meeting the hot sun from above causes a very speedy growth of vegetation in this soil. Another great industry in Alaska which still needs development is the fish industry," Mr. Dunn also observed. "There is no greater fish country in the world than south-eastern Alaska, and when the fish are running to spawn the canning factories are unable to obtain sufficient help to handle the immense, the countless numbers of fish." The 2,300-mile trip down the Yukon River from White Horse to St. Michael's was a very enjoyable one to Mr. Dunn, and he describes the scenery along the river as magnificent. The river itself is a fascination, varying sometimes from a peaceful stream perhaps a mile and one-half in width down to a swift and turbulent stream with very narrow channel and a current of fifteen miles an hour. "During the entire river trip," said Mr. Dunn, "the sun set at 11 p.m., and was rising again at 1.30 a.m., giving almost continuous sunshine." While in Alaska, Mr. Dunn met a great many of the shoe merchants and found them fully alive to the general business spirit of the country—a progressive lot of shoe men, up to the minute in their business and with a general air of activity indicating that the shoe business in Alaska is prosperous.

AN ENTERPRISING MUNICIPALITY.—A very handsome and well-printed booklet has been issued by the city of Three Rivers, P. Q. This is plentifully illustrated, showing many points of interest in and about the city, also many of the more important business houses, industries, etc. Among these are noted the well stocked and handsomely equipped store of M. Adolphe Balcer, furs, hats, boots and shoes, wholesale and retail. This is located in an up-to-date, three-storey corner building, with a broad expanse of plate glass display space, extending the whole length and width of the store.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
61, 63, 65 South Street  
Boston, Mass., U.S.A.



# Toronto Markets

**BOOTS AND SHOES**—Quietness has characterized the market for the past month as far as any changes in prices are concerned. The factories have been running full time to overtake orders and everything is now well in hand. Travellers are on the road with spring samples and report good business. Wholesalers are busy with shipments and report improved volume of trade. Jobbers have not been as busy with sorting orders as they would have liked, but a fairly good trade has been done. Retailers have been busier with heavier stock to meet the change of weather. The rubber business has improved during the past few days, owing to the more favorable weather for rubber footwear.

**HIDES**—The market continues quiet with prices slightly easier. The receipts are only small but quite equal to the demand. The quality of the hides coming in is good and suitable for the making of the best quality of leather. It seems strange that there should be any cry on the part of tanners for cheaper hides, but such is the case, however, and some even refuse to buy, believing that lower prices will obtain. The dealers are not worrying about it, as there is practically no accumulation taking place. The easier condition in all the larger centres across the border has had a steadying influence upon the market here. Indications point to a continuance of present conditions. The following are the latest quotations:—

No. 1 inspected steers.....	10	
No. 2 inspected steers.....	9	
No. 1 inspected cows.....	10	
No. 2 inspected cows.....	9	
No. 3 inspected cows and bulls.....	8	
Country hides (green or cured).....	8	9
Calfskins, city.....	11	13
Calfskins, country.....	11	13
Horsehides, No. 1.....	2.50	3.00
Horsehides, No. 2.....	1.75	
Lambskins.....	45	55

**TALLOW**—The market continues unchanged with about the usual transactions. The following are the latest quotations:—

No. 1 cake.....	5½	6½
No. 2 cake.....	4½	
No. 1 solid.....	5½	5¾
No. 2 solid.....	4	

**WOOL**—The change has taken place since our last report. The market is quiet but firm. The following are the latest quotations:—

Washed fleece.....	19	21
Unwashed fleece.....	13	14
Rejects.....	15	

**LEATHER**—The market continues unchanged since last report. The encouraging conditions noted concerning the export inquiry have been strengthened slightly and indications are that a fair export trade will be done. The boot and shoe manufacturers have bought more freely than for some time past and business seems to be on a firmer basis with a most encouraging outlook. There has been the usual call for sole leather in all weights, the run being on medium, which is always in demand. Both oak and hemlock tannages have been in evidence. Patent and colored leathers are still popular and command good sales. The footwear of 1911 is drawing largely on these grades. Fancy leathers are receiving about the usual call at firm figures. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing).....	27	29
No. 2 Spanish sole (for jobbing).....	26	28
No. 1 Spanish sole (for mfg.).....	26	27
No. 2 Spanish sole (for mfg.).....	25	26
No. 3 Spanish sole (for mfg.).....	23	24
No. 1 oak sole.....	32	33
No. 2 oak sole.....	29	31
No. 1 oak sole bends.....	45	50
No. 1 slaughter sole, heavy.....	30	31
No. 1 slaughter sole, medium.....	30	31
No. 1 slaughter sole, light.....	30	31

## Harness leather—

No. 1 U. O.....	38	39
Rejected U. O.....	37	38
No. 2 U. O.....	36	37

## Hemlock Country Harness—

No. 1.....	33	34
No. 2.....	32	33
Upper, heavy.....	48	50
Upper, light and medium.....	50	55
Upper, grained.....	19	20
Kip skins, French.....	1.15	1.28
Veal kips, Canadian.....	75	80
Hemlock calf.....	75	80
Imitation French.....	80	85
French calf.....	1.38	1.62
Splits, light and medium.....	24	25
Splits, heavy.....	23	24
Splits, junior.....	19	20
Enamel cow, per foot.....	20	22
Pebble grain.....	15	17
Buff.....	17	20
Colored buff.....	20	22
Russets, extra heavy per doz.....	\$12	\$14
Shoe russets, per lb.....	50	55
Russets, No. 2, all grades, lb.....	35	40
Glove russets, per doz.....	\$9.00	\$12.00

**CUT SOLES**—There is about the usual sales taking place with unchanged prices. The following are the latest quotations:—

## OUTSOLES.

Oak—	Gauge	Price
Men's No. 1.....	7-12	30 45
Men's No. 2.....	7-12	27 42
Women's No. 1.....	5-8	18 23
Women's No. 2.....	5-8	16 21
Spanish—		
Men's No. 1.....	7-12	26 41
Men's No. 2.....	7-12	23 38
Women's No. 1.....	5-8	16 21
Women's No. 2.....	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX.....	6	\$4.10—\$2.75	4
Men's XX.....	6	3.70—2.10	4
Men's X.....	6	2.25—1.85	4½
Women's XXX.....	5	2.40—1.95	4
Women's XX.....	5	2.05—1.45	3½
Women's X.....	4	1.20—1.10	4
Boys' XXX.....	5½	2.90—2.35	4½
Boys' XX.....	5½	2.65—2.20	4½
Boys' X.....	5½	1.60—1.35	4½

## TOP LIFTS.

Men's XXX.....	5½	\$1.35—	75	4½
Men's XX.....	5½	1.15—	70	4½
Men's X.....	5	65—	50	5
Women's XXX.....	5	55—	50	4½
Women's XX.....	5	45—	40	4½
Boys' XXX.....	5	70—	60	4½
Boys' XX.....	5	60—	50	4½

## SHAPED HEELS.

	Size	Price
Men's.....	5-8—10-8	8—15c. pr.
Women's.....	5-8—13-8	7—11c. pr.

## BOX TOES.

Men's ¾.....	5c. pr.
Women's ¼.....	3¼c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's ¾.....	8c. pr.
Women's ¾.....	6¾c. pr.

**TANNERS' MATERIALS**—The market continues without special feature. Cod oil has held firm with upward tendency. The following are the latest quotations:—

Degras.....	2½	3½
Sumac.....	\$60.00	\$70.00
Gambier.....	7	7½
Cod Oil, pure Nfld. tanked.....	47	50
Cod Oil, Gaspe.....	40	42
Hemlock extract.....	3½	4
Oak extract.....	3	3½
Quebracho extract.....	3½	4½
Quebracho solid.....	4½	5

# Montreal Markets

**BOOTS AND SHOES**—The month has been principally one of activity in all branches. In one or two instances there has been an easing off in volume of trade, more particularly perhaps in the sorting branch. The manufacturers have all been busy completing fall runs, and are now turning their attention to spring orders, which are coming in most satisfactorily. Wholesalers and jobbers report a good month's trade, while the retailers have increased their sales considerably. There has been an increased call for rubbers owing to changed weather conditions.

**HIDES**—The market has continued quiet and unchanged with receipts quite equal to the demand. The hides which are coming in are of a splendid quality and such as the tanners desire for their better grades of leather. It is still the policy of the tanners to hold off for lower figures, but as intimated in these columns, the dealers are not inclined to dicker with those who are always looking for something for nothing. The dealers regard prices are having about reached rock bottom and they anticipate a rise rather than a fall in present quotations. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted .....	10
No. 2 quoted .....	9
No. 3 quoted .....	8
Country prices—	
No. 1 quoted .....	9
No. 2 quoted .....	8
No. 3 quoted .....	7

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted .....	14
No. 2 quoted .....	12
Country prices—	
No. 1 quoted .....	12
No. 2 quoted .....	10
Lambskins .....	40

**TALLOW**—There is nothing to report by way of change. The market is quiet. The following are the latest quotations:—

Extra .....	6½
Ordinary .....	6¼
Fair to good .....	6 6¼

**WOOL**—The past month has been a little more active and everything is pretty well cleaned up. The following are the latest quotations:—

Canadian pulled wool .....	27	29
Washed fleece .....	25	26
Unwashed fleece .....	15	up
Greasy Cape .....	20	23
Prime B A .....	40	45
Medium .....	30	35
Northwest wool .....	17	18½

**LEATHER**—The reported sales indicate that the leather dealers have had another good month with comparatively little change in prices. The export trade is rather quiet, but an optimistic feeling prevails regarding the future which augurs well for the trade. Sole leathers in both hemlock and oak tannages have received a very good call during the month at firm figures. Of course the greater demand has been for the lighter and medium grades. Patent leather is selling in ever increasing volume, so popular has it become for boots and shoes. Colored leathers are also very much in evidence. Fancy leathers remain firm at unchanged figures. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1 ..	27	
Spanish sole, No. 2 ..	22½	23½
Spanish B. A. hides, No. 1 ..	24	25
Spanish B. A. hides, No. 2 ..	23	24
Spanish B. A. hides, No. 3 ..	22	24
Slaughter, hemlock, No. 1 ..	25	26
Slaughter, hemlock, No. 2 ..	24	25
Slaughter, hemlock, No. 3 ..	23½	
Slaughter, oak, No. 1L ..	26	27½
Slaughter, oak, No. 2M ..	24	25½
Harness ..	32	34
Wax upper, heavy ..	35	38
Wax upper, light and medium ..	38	42
Oil (Western) grained, per foot ..	14	15
Oil (Quebec) grained, per foot ..	12	14
Chrome glazed kid—		
Tanpico in color ..	18	22
Patnas, black ..	8	32
North African ..	12	18
Chinese ..	12	36
Box chrome calf—		
A. H. French ..	23	
A. Hm ..	22	
A. M ..	21	
B. H. ..	22	
B. Hm ..	20	
B. M. ..	18	
Veal, other European ..	17	20
Veal X ..	15	18
Grassers ..	15	17
Grassers X ..	14	16

Reject ..	12	14
Box chrome kips—		
A. H., Swiss hide ..	18	
A. Hm. Canadian ..	16	
A. M. ..	15	
B. H. ..	15	
B. Hm. ..	14	
C. X. ..	13	
Reject ..	13	down
Dull chrome calf—		
A ..	20½	21
B ..	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A ..	9	10½
Canadian for upper B ..	8½	10
Comb'n glaze for upper A ..	9	9½
Comb'n glaze for upper B ..	8½	9½
Calfine, A. H., Can. native ..	9¾	
Calfine, A. M., Can. native ..	9½	
Calfine, A. L., Can. native ..	9	
Calfine, B. H., Can. native ..	9	
Calfine, B. M., Can. native ..	8¾	
Slats, A. H. ..	9½	
Slats, A. M. ..	9¼	
Slats, A. L. ..	9	
Slats, B. H. ..	8½	
Slats, B. M. ..	8	
Pickle skins for lining—		
A common pickle ..	8	
B ..	7½	
C ..	7	
Cape A ..	9	
Cape B ..	8¼	
Cape C ..	7½	
Job ..	5¼	5¾
H Facing ..	8¼	
L Facing ..	8½	
Splits, senior, per lb. ..	21	22
Splits, junior, per lb. ..	18	19
Splits, senior, per foot ..	7¾	
Splits H. and Hm. per foot ..	7½	
Splits, M, per foot ..	6½	
Splits, Lm, per foot ..	6	
Splits, junior, per foot ..	4¼	
Splits, trimmed, H. M., per lb. ..	23	
Splits, trimmed, M., per lb. ..	22	
Pebble A. L. ..	10	
Pebble A. L. M. ..	10½	
Pebble A. M. ..	11	11½
Pebble A. Hm. ..	11½	12
Buff A. M. ..	11	
Buff A. Hm. ..	11½	
Buff A. H. ..	12	
Table run pebble ..	9½	
Job pebble ..	8	

# Quebec Markets

**BOOTS AND SHOES**—The majority of manufacturers report for the past month fairly good business, and a gradually strengthening feeling is growing throughout the trade. Some factories are still completing fall orders, while spring goods are beginning to demand attention. It is remarked that a large quantity of samples have been prepared this season, and for many years shops have not been running with such great activity on those goods. Orders for the present are not very considerable, but business is expected to be good during the next few months. The reports from the road so far would indicate that orders will probably be as satisfactory as those of last year. A fine sorting business is noticeable in jobbers' trade and some houses are being kept busy. The rubber trade was considerably helped by the wet weather we had, and it is expected that it will continue. Retailers report that heavy goods are beginning to sell well and a good season is anticipated. On the whole, retailers have had a fair month, sales being quoted up to the average.

**HIDES**—There is little of moment to report so far as the hide market is concerned. It has remained in the same condition as last reported. Prices are unchanged and receipts have not been large.

The quality of the hides now coming is good. The tanners, though buying in fairly good lots, are by no means inclined to anticipate future requirements by laying in large quantities. The market on the whole, may be regarded as slow with prospects that present conditions will obtain for some time. The latest selling quotations are:—

Sheepskins .....	25	75
Sheep clip skins.....	10	35
Lambskins .....	15	50

City and country hides quotations. Prices to butchers:

No. 1 quoted .....	11
No. 2 quoted .....	10
No. 3 quoted .....	9

## CALFSKINS.

City and country prices—

No. 1 quoted .....	13
No. 2 quoted .....	12

**WOOL**—Dealers report that the market continues somewhat quiet and that prices have not yet strengthened as anticipated. There are no large transactions registered and local receipts are small. The activity in factories is not considerable. No immediate change is now anticipated in quotations and we pay as follows:—

Canadian pulled wool .....	22	29
Washed fleece .....	26	28

Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**FISH OILS**—Business is not active and sales effected are of small consuming quantities. Some arrivals have been registered, but prices are as firmly maintained as heretofore. In general, trade in this line is small. We quote:—

Cod oil, Gaspé, gal. ....	23	25
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal ..	1.80	1.85
Whale oil, No. 2, refined ..	1.77	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	30	32
Liverpool salt .....	50	60

**TALLOW**—There is no marked change since a month ago; prices remained unchanged and there is only a limited supply offering. Extra tallow is yet quoted at 6½c per pound.

**SHOE FINDINGS**—The conditions noted in our last report still prevail. The market, though quiet, is steady and the outlook is satisfactory. Prices have not changed and we pay as follows:—

Leather, friction and fibre board	3½	6
Union leather .....	8	9

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Stiffners, leather board, per 100 pounds . . . . .	75	1.15	Splits, Lm, per foot . . . . .	5½	Harness . . . . .	40	42
Insole leather . . . . .	7	8	Splits, junior, per foot . . . . .	4	French kip skins . . . . .	94	1.05
Leather board, per lb. . . . .	2	3	Splits, flexible, per lb. . . . .	22	English kip skins . . . . .	55	65
			Splits, trimmed, H M, per lb. . . . .	32	Canadian kip skins . . . . .	61	65
			Splits, trimmed, M, per lb. . . . .	32	Hemlock calf . . . . .	70	85
			Pebble, A L . . . . .	13	Light calf . . . . .	70	80
			Pebble, A L M . . . . .	13½	French calf . . . . .	1.10	1.65
			Pebble, A M . . . . .	14			
			Pebble, A H M . . . . .	14½			
			Buff, A M . . . . .	14			
			Buff, A H . . . . .	15			
			Moccasin leather, red, per stamp weight, lb. . . . .	10			
			Oil grain (Quebec) per foot. . . . .	17	18		
			Wax upper, heavy . . . . .	40	42		
			Wax upper, light and medium . . . . .	38	44		
			Horsehides . . . . .	3.25			
			Glove grain . . . . .	15	17		
			Heavy grain . . . . .	15	17		
			Patent cow . . . . .	21½	23½		
			Patent cow chrome . . . . .	21	23		
			Heavy upper . . . . .	19	20		
			Grained upper . . . . .	19½	20½		
			Scotch grain . . . . .	20	21		
			Dongola kid . . . . .	14	21		
			Patent kid . . . . .	36	46		
			White alum . . . . .	11	15		
			Sumac . . . . .	9½	11		
			Col. sheep . . . . .	10	12		
			Napa sheep . . . . .	9½	11		
			India kid . . . . .	11	13		

LEATHER—The past month has been fairly good for handlers of leather. Prices have been well maintained and some good sales were recorded. In nearly all lines there has been a satisfactory demand, although the export trade at this time of the year is quiet. The call for colored leathers is good. Fancy leathers are quite up to the average in sales. Patent leather is yet selling fairly well. Heavier grade leathers are also moving to some extent. The outlook favors a firm market without an upward tendency in prices for the present. The following are the latest quotations:—

LEATHER.

Harness leather—

No. 1 U. O. . . . .	42	
Rejected . . . . .	40	
No. 2 . . . . .	38	39
Kangaroo . . . . .	15	16
Splits, senior, per lb. . . . .	28	
Splits, junior, per lb. . . . .	27	
Splits, senior, per foot . . . . .	3	8
Splits, H and Mm, per foot. . . . .	8	

TANNERS' MATERIALS—There has been no change in this market since our last report. The market continues steady and firm. We quote at present:—

Degras . . . . .	3½	7
Sumac . . . . .	\$69.00	
Gambier . . . . .	5½	6½
Hemlock extract . . . . .	4¼	5
Hemlock bark, per cord. . . . .	8.00	7.50
Oak extract . . . . .	4	4½
Mineral tanners' extract . . . . .	6	7½
Scuth, lb. . . . .	4	

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# American Markets

## HIDES

**PACKER HIDES**—There has been but very little change to note in the packer market, although the tendency has been to weaken. Tanners are not buying very freely, holding off for lower rates, which dealers, of course, think are already too low. Native steers sold at 15<sup>3</sup>/<sub>4</sub>c f.o.b. Missouri River. Tanners seem to be fairly well supplied; the kill is light. Spread steers of June to January kill brought 16c, while 14<sup>1</sup>/<sub>2</sub>c to 15c was paid for January to June. Butt-branded steers are sold ahead, the general figure running 14<sup>3</sup>/<sub>4</sub>c, tanners refusing to go any higher. Texas steers have sold at 14<sup>1</sup>/<sub>4</sub>c for September kill alone, but heavies at 14c and lights at 13c, and extremes at 12c are the ruling figures. Colorado steers are available at 13c, a slight decline, and receipts run largely to branded cattle. Heavy native cows, over 55 lbs., brought 14<sup>1</sup>/<sub>4</sub>c for August-September hides, the demand is light. Light native cows have declined to 13c, September hides being disposed of at that figure. Branded cows have been picked up by sole leather tanners at 12c, which is a slight decline. Native bulls are held at 12c, buyers offering only 11<sup>3</sup>/<sub>4</sub>c. Branded bulls are quoted at 10c to 11c, but there is nothing doing. The following are the latest quotations:—

### PACKER HIDES.

Native steers—		
Spready .....	14 <sup>1</sup> / <sub>2</sub>	17 <sup>1</sup> / <sub>2</sub>
Heavy .....	15 <sup>3</sup> / <sub>4</sub>	
Light .....	14 <sup>3</sup> / <sub>4</sub>	
Texas steers—		
Heavy .....	14	
Light .....	13	
Extreme .....	12	
Butt-branded steers .....	13 <sup>3</sup> / <sub>4</sub>	
Colorado steers .....	13	
Native cows—		
Light .....	13	
Heavy .....	14	
Branded cows .....	12	
Branded bulls .....	10	11
Native bulls .....	11	12

**COUNTRY HIDES**—The market has been very quiet, tanners purchasing only for immediate needs. No. 1 steers, free of brands and grubs, 45 to 60 lbs., are selling inactive, there being a difference of half a cent between the buyers and sellers, 12c being asked and only 11<sup>1</sup>/<sub>2</sub> offered. No. 1 cows, free of brands and grubs, 60 lbs. and up, sold on a decline at 12<sup>1</sup>/<sub>2</sub>c, but this

figure was for a lot running over sixty per cent. No. 1's, the general price would be nearer a 10<sup>1</sup>/<sub>2</sub>c basis. Branded cows and steers sold at 9<sup>1</sup>/<sub>2</sub>c flat for Northwestern hides out of bundle. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., are selling at 10<sup>1</sup>/<sub>2</sub>c; some are holding out for 10<sup>3</sup>/<sub>4</sub>c, but there are no takers. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are scarce and prices are firm; sales are reported at 11<sup>1</sup>/<sub>4</sub>c, but tanners are not inclined to pay within one cent of that figure. No. 1 bulls are quiet, though offered at 9<sup>3</sup>/<sub>4</sub>c, there are no buyers, 9c being about all that tanners are willing to give for best offerings. No. 1 kips are slow, sales varying from 12<sup>3</sup>/<sub>4</sub>c to 14<sup>1</sup>/<sub>4</sub>c. No. 1 calfskins, 8 to 15 lbs., packer take-off, brought 17<sup>1</sup>/<sub>2</sub>c for September-October will. Chicago city first salt, sold at 16<sup>3</sup>/<sub>4</sub>c. Country calfskins are dull at 15c. Light calf and deacons are offered at \$1.10 and 90c. No. 1 horsehides are available at \$3.75 to \$3.85. The following are the latest quotations:—

No. 1 cows .....	10 <sup>1</sup> / <sub>2</sub>	
No. 1 buffs .....	10 <sup>1</sup> / <sub>2</sub>	
No. 1 extremes .....	11	
Heavy steers .....	11 <sup>1</sup> / <sub>2</sub>	
No. 2 heavy steers .....	10	10 <sup>1</sup> / <sub>2</sub>
Calfskins .....	16 <sup>1</sup> / <sub>2</sub>	16 <sup>3</sup> / <sub>4</sub>
Kips .....	12 <sup>1</sup> / <sub>2</sub>	12 <sup>3</sup> / <sub>4</sub>
Deacons .....	87 <sup>1</sup> / <sub>2</sub>	90
Stinks (packer) .....	85	
Stinks (country) .....	50	
Horsehides .....	\$3.75	\$3.90

## LEATHER

**OAK SOLE**—There has nothing of an unusual nature transpired to note. The sales of oak sole in all weights have been about up to the average. Stocks are not heavy and the market continues firm. The following are the latest quotations:—

Scoured backs—			
No. 1.	No. 2.	No. 3.	
Light .....	38-40	34-36	31-32
Heavy .....	38-40	34-36	31-32
Medium .....	38-40	34-36	31-32

And other grades in proportion.			
Scoured bends—			
8 to 10 lbs. ....	46-47	44-45	42-43
10 to 12 lbs. ....	46-47	44-45	42-43
12 to 14 lbs. ....	45-46	43-44	41-42

Texas sides—			
XX free of brands .....	35		
X h'v free of brands .....	34		
A h'v one brand .....	33		
B h'v two brands .....	32		
C h'v more than two brands	31		

Texas bends—

XX .....	53	
X .....	45	47
A .....	44	45
B .....	43	
C .....	42	

California sides—

Light—	
No. 1 .....	28
No. 2 .....	26

Medium—	
No. 1 .....	28
No. 2 .....	26

Heavy—	
No. 1 .....	30
No. 2 .....	28

California backs—

Light—	
No. 1 .....	32
No. 2 .....	30

Medium—	
No. 1 .....	33
No. 2 .....	31

Heavy—	
No. 1 .....	35
No. 2 .....	34

**ROUGH LEATHER**—There is nothing special to report. About the usual volume of business is being done, mostly with the wetting and shiny leather people. No. 1 hemlock is being bought in small quantities by the russet finishers. Rough splits of fair weight are in demand. The following are the latest quotations:—

Hemlock.			
Card .....	34		
No. 1 .....	31		
Steers, No. 1 .....	30	31	
Steers, No. 2 .....	27	28	
P D'g'd .....	24		
Bulls .....	24		

Oak.			
	No. 1.	No. 2.	No. 3.
Country, light .....	31	28	25
Country, medium .....	31	28	25
Country, heavy .....	31	28	25
Packer, hy .....	35	34	

**SPLITS**—The market in general cannot be said to be very satisfactory. Flexibles are selling in all weights, especially heavy and medium, at firm prices. The following are the latest quotations:—

	No. 1	No. 2	
Bootbacks .....	26-35	24-31	
Crimpers .....	24-33	23-2	
Shoe .....	26-33	21	2
Junior's better .....	26	23	
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Duclos & Payan, St. Hyacinthe, Que...65	National Leather Co.....48	Winn Shoe Co..... 1
Dun, R. G., & Co..... Inside Back Cover	New Castle Leather Co.....61	Wood-Milne Co.....10
Dupont & Frere..... Inside Back Cover	Nugget Polish Co., Limited.....12	Young, Richard, Co., New York..... Inside Front Cover
Frank & Bryce.....46		
Gauthier, The Louis, Shoe Co.....12		
Granby Rubber Co., Granby, Que.....2		
Guay, Eugene.....50		

BOOT INDUSTRY, BRISTOL.—Business with boot manufacturers in Bristol, writes the Bristol correspondent of the "Shoe and Leather Record," is, generally speaking, not very active. One or two firms are well engaged, but this is due to special circumstances—generally orders for export. Manufacturers who confine themselves to the home market are for the most part marking time, which is only to be expected in the middle of July. Samples are just now arousing the chief interest, and preparations for the autumn campaign are in evidence. As regards the condition of trade at Kingswood, a steady improvement is chronicled. It is true there is nothing in the way of a rush in the heavy district as yet, but business has been improving gradually during the past few weeks. Now that the time is drawing near for the first delivery of some of the larger orders, more work will be put in hand to replace the stock as it is cleared off. When all is said and done, however, the volume of trade is probably still smaller than usual for July, and there is plenty of room for a still further development. The leather trade of the district remains quiet, though there are signs of more business directly after the holidays.—Dept. Tr. & Com.

RETIRING FROM LADIES' SHOES. — Petermann's (Montreal) are going out of the ladies' shoe business. They have leased a portion of their store to C. C. Cottrell, the real estate broker, that part of the store now occupied by the ladies' shoe department, at 517 St. Catherine Street West. The retiring sale will commence at once.—Ex.

MR. A. R. KENT has severed his connection with the "Nugget" Polish Co., Ltd., London, Eng., for whom he has been acting in the capacity of manager of the Canadian branch for the past five years, to take over the general managership of the Connor-Ruddy Co., of Toronto. During his association with the "Nugget" Polish Company Mr. Kent has made many friends in the shoe trade of Canada, all of whom, though regretting the change, will join us in extending to him heartiest good wishes for greater success in his new field. Mr. Kent was the recipient of a handsome cellarette from the staff of the Canadian office, as a token of esteem in which he was held by them.

SENATOR PAGE.—Carroll S. Page, of Hyde Park, Vt., was elected to the Senate from the State of Vermont for a six-year term on the 18th of October. Senator Page is a strong man and should prove of great strength in the furtherance of all good measures brought forward for the advancement of the nation's welfare. Senator Page has been connected with the hide and leather trade for many years and is widely known as an upright and honorable business man.

MR. W. H. STAYNES, of Messrs. W. H. Staynes & Smith, tanners and leather dressers, Leicester, Eng., is making a business tour of the United States and Canada, and will pay a visit to the leading leather centres of the Dominion. We wish Mr. Staynes an enjoyable and profitable trip and trust he will find time to call upon the CANADIAN SHOE AND LEATHER JOURNAL.



The campaign which we have been conducting on

**GLOSSEE GOLDEN BROWN KID**

has been successful beyond expectation.

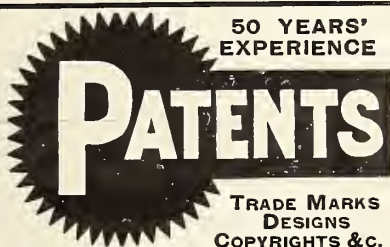
Hundreds of retailers—among them some of the biggest in the country—have made displays of our skins and expressed themselves as being highly pleased with them.

This is bound to be reflected in their orders.

Are you prepared ?

We can ship 100 to 1,000 dozen skins on sight.

**THOMAS A. KELLEY & CO.,**  
LYNN, Mass., U.S.A.



Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. Handbook on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

**Scientific American.**

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.  
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Branch Office, 625 F St., Washington, D. C.



We solicit the business of Manufacturers, Engineers and others who realize the advisability of having their Patent business transacted by engineers who are Experts. Preliminary advice free. Charges moderate. The Inventors' Help, 125 pages, bound, mailed to any address upon receipt of ten cents. Marion & Marlon, New York Life Building, Montreal and Washington, D.C., U.S.A.



**McKays Only**

When we put all our time, all our energy, all our brains in, to building McKays it stands to reason we can do it RIGHT doesn't it ?

Wait for our travellers and see our splendid lines of Spring Samples.

**DUPONT & FRERE**  
301 Aird Ave.  
MONTREAL

**C. Parsons & Son**  
LIMITED  
TORONTO

AGENTS FOR THE CELEBRATED

**Carl Freudenberg**

(C. F. Brand)

WAXED CALF AND KIPS, PATENT CALF, RUSSIA CALF, BLACK AND BROWN CHROME CALF.

Boot and shoe manufacturers, Upper manufacturers and custom shoe makers obtain best results cutting these most profitable skins.

WHOLESALE SOLE AGENTS

**C. Parsons & Son**  
LEATHER FINDINGS LIMITED

79 Front St. East Toronto, Ont.

**Canadian General & Shoe Machinery Company, Limited - - LEVIS, P.Q.**

ERNEST CARON, MANAGING DIRECTOR

GENERAL CONTRACTORS & ENGINEERS  
BRASS & IRON DECORATORS

Manufacturers of NON-ROYALTY Shoe Machines  
Standard Screw, Slugger, Loose Nailer  
Heeler, Horn Pegging Machine  
and other machines

COMPLETE GOODYEAR SYSTEM

Absolute control of sale for Canada of "Fortuna" Skiving, Lasting, Studding and Riveting Machines. WIRE of every description for Slugger and Standard Screwing Machines. Brass and Steel Nails for Loose Nailer.

**THE MERCANTILE AGENCY**

**R. G. DUN & CO.**

Established 1841

222 Offices (14 in Canada)

Rates of subscription quoted on application

W. C. MATTHEWS, Toronto, Canadian General Manager  
Canadian Offices at Toronto, Halifax, Hamilton, London, Ottawa,  
Quebec, St. John, Montreal, Winnipeg, Vancouver,  
Calgary, Edmonton, Saskatoon, Regina



# RUBBER HEELS

**That you need in your Heel Business.**

<b>“Maltese Cross”</b>	(Separate Cartons)	<b>Black and Gray</b>
<b>Lion”</b>	“ “	<b>Gray</b>
<b>“Victor”</b>	(12 Pairs in Carton)	<b>Gray</b>

Made of a tough live rubber compound which is just soft enough to give the most ease and comfort, and just hard enough to give the most wear. If you have never handled these heels, send for a trial lot. Catalogue No. 8, with sizes, shapes and prices, now ready.

MANUFACTURED SOLELY BY

**The Gutta Percha & Rubber Mfg. Co.  
of Toronto, Limited**

**Head Offices: 47 Yonge Street  
TORONTO, CANADA.**

**Branches: Montreal, Halifax, Winnipeg, Calgary, Vancouver  
Sydney and Melbourne, Australia**

( NOT IN ANY TRUST )

# THE CANADIAN SHOE & LEATHER JOURNAL



Wishing our Patrons  
"A Merry Christmas"  
—and—  
"A Happy New Year"

VOL. XXIV

No. 12

DECEMBER  
1910

Acton Publishing Co., Ltd.  
Toronto, Canada

# “ KEYSTONE ”

## CHANNEL CEMENT



MARK OF QUALITY

Where exclusive and uniform Quality is especially desirable, “KEYSTONE” CEMENT is without a serious competitor.

In your most exacting work — use “KEYSTONE” CEMENT. We fully guarantee the result.

Spanish and Hard Oak Leathers usually give Shoe Manufacturers a lot of trouble. “KEYSTONE” CEMENT hasn't failed yet to satisfactorily meet the most difficult emergency.

**The Canadian Rubber Co. of Montreal  
LIMITED**

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Front and Yonge Streets, TORONTO, ONT.  
Alberta Block, CALGARY, ALTA.

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Dewdney St., REGINA, SASK.  
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## KANGAROO

We are Headquarters for all Finishes,  
Grades and Kinds  
Sheepskins Skivers “Ryco” Matt Kid

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36 and 38 Spruce Street - NEW YORK, U. S. A.  
Branch: 54 South Street, BOSTON, MASS.

F. G. CLARKE, PRESIDENT.

C. E. CLARKE, VICE-PRES. AND TREAS.

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*Established 1852.*

MANUFACTURERS OF SHEEPSKINS OF ALL KINDS

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Are works of art when properly printed. We  
print them that way at right prices.

GET OUR QUOTATIONS

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# Trickett's Slippers

All Prices. All Styles.  
All Jobbers.

Largest Makers in the World

**H. W. TRICKETT**

Limited

**WATERFOOT, England**  
(Near Manchester)



— BE A —

“WINNER”

Don't follow the crowd,  
handle our lines and

**LEAD THE WAY**

We specialize in Children's  
solid Leather Footwear.

**WINN & CO**

**MILTON - CANADA**

**Black Chrome Sides**

*Blue Back Waterproof Stock*

**Tan Chrome Sides**

*Dark Brown Waterproof Stock*

**Pearl Chrome Sides**

*For Moccasins*

**Chrome Sole**

**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 COMPANY**

Office and Salesroom  
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Tannery  
Dayton and Blackhawk Sts.

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¶ After all has been  
said, the final test of  
a Shoe is its Wear-  
ing Qualities :: ::



THE  
**Lester's**  
SHOE

being made of solid leather is not  
only a wearer, but also a trade  
winner and business builder

**L. HIGGINS & CO.**

**Moncton  
Yarmouth  
Halifax**

# CHRISTMAS GREETINGS

**M**AY this Christmas  
Season bring you  
Joy and Happiness.

**M**AY the coming  
year be bright with  
great prosperity.

**M**AY your customers  
all be protected from  
the cold and wet by  
G R A N B Y S.

**AMES-HOLDEN Limited**

*Sole Selling Agents:*

MONTREAL TORONTO WINNIPEG VANCOUVER  
CALGARY EDMONTON ST. JOHN, N. B.

**TO COLORED LEATHER  
WORRIES SAY  
GOOD-BYE**



## **GETTING THE BUSINESS**

*One day a big shoe manufacturer sent for the superintendent and said: "Andy we are up against it. The colored leathers we use are not giving satisfaction and we're losing business. What's to be done?"*

*"Take a leaf out of old man Mohammed's book" said Andy. "When the mountain wouldn't come to Mohammed the wise old owl went to the mountain. Since business won't come to us let's go after the business."*

*Now there is a firm in Newmarket that makes COLORED LEATHERS WHICH WILL NOT SOIL—while open in grain for spring and summer use they are impervious to stains, dirt and finger marks, which can be readily washed off after all handlings. Let us use those leathers; Tan Chrome Russia No. 88, London Brown Chrome Russia No. 88; and if what they say is true our shoes will be so improved that we're bound to get a big chunk of the business mountain.*

*And they did.*

*Who's next?*

**DAVIS LEATHER CO.**  
LIMITED  
NEWMARKET - - ONTARIO

# 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  
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MACHINES

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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, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

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## UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique - MONTREAL, QUE.



# CORK SOLED SHOES THAT KEEP OUT THE WET

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HE DRYFOOT PROCESS has solved the cork shoe problem that for so long was "a thorn in the flesh" of the manufacturer and the dealer. It produces a cork soled shoe that is *absolutely waterproof*. ¶ In this DRYFOOT PROCESS the cork sole is backed with waterproof canvas extending over the entire bottom of the shoe and nearly to the edge of the outer sole. ¶ The DRYFOOT WELT acts as the cork casing and is sewed in at the same time as the regular leather welt, making a one-seam operation. The extra welt (occupying as it does the place between the regular leather welt and the upper, with the stitches passing through, and the tension of the seam pressing the two leather surfaces together), acts like a gasket, serving the same purpose as the rubber ring on a fruit jar. ¶ The result is *a cork soled shoe that keeps out all moisture*, and because of the one-seam operation, *adds nothing to the cost*. No special machinery, no hand work, no change of patterns are necessary. ¶ The manufacturer who is not using the DRYFOOT PROCESS, the dealer who is not handling DRYFOOT SHOES, are turning down a big, husky opportunity that is hammering at their doors. Write for further information and list of manufacturers using the DRYFOOT PROCESS.

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## Walpole Rubber Company Limited

Montreal - - Quebec

# "Head, I Win — Tail, You Lose"

That is the kind of proposition you are often up against. If the quality of the shoe is good the price often makes it prohibitive. If the price is low the poor quality kills your business.

But if you handle

## YAMASKA BRAND of Boots and Shoes



it will be a case of *Head or Tail You Win* because the price is fair and the quality guaranteed satisfactory.

**The J. A. & M. COTE Ltd.**  
T. HYACINTHE                      QUEBEC

# 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 a beautiful Black lustre Always ready to use. LARGEST QUANTITY. FINEST QUALITY. Polishes without rubbing. Retail 25c.
- "SUEDEDENE" for Cleaning and Recoloring *all* kinds and colors of Suede and Ooze leather footwear. In powder or liquid form, either kind, 25c. Powders in patent sifting top cans.
- "CLEANALL" excellent for cleaning all colors of **Cravenette**, also shoe laces, ribbons, etc. Will also clean pink, blue and other colors of kid leather, 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.)
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retail 25c.
- "SHUCLEAN" for cleaning everything made of white kid or white calf leather. A necessity in every family for cleaning white kid gloves, belts, pocket-books, hand bags, etc., also white kid shoes and slippers. Harmless to use. Will *not* burn; will *not* explode. Two sizes, 25c. and 10c.
- "BUCK" Powder makes dirty white buck and Suede shoes **Clean** and **White**. In patent sprinkling top cans, 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.

**BUY WHITTEMORE'S SHOE POLISHES IF YOU WANT THE BEST**



## A Christmas Season

ABOUNDING IN GLADNESS

AND

## A New Year

PROSPEROUS AND BRIGHT  
IS OUR WISH FOR YOU

---

The Canadian Rubber Co.  
Of Montreal, Limited

---

D. LORNE MCGIBBON  
Vice-President and Managing Director

THE  
COMPLIMENTS  
OF THE SEASON  
TO YOU

*May your Christmas  
 be a Joyous one and  
 your New Year Bright  
 and Prosperous from  
 an immense sale of*



*Williams Shoes*

**WILLIAMS SHOE CO.**  
 BRAMPTON - - ONTARIO



**THE**  
**20th CENTURY**  
 ——— **SHOE** ———

*BETTER SHOE  
 MAN NEVER MADE*

**For Spring and Summer**  
**1911**

We make the best fitting,  
 most stylish and satisfac-  
 tory wearing line of Men's  
 footwear in this country.

The salesmen are on the  
 road with a complete line.

5 new lasts this Season  
 replete with the essence  
 of Good Shoemaking.

**THE C. E. McKEEN Co.**  
 QUEBEC            QUEBEC

With our best  
wishes for ::

**A MERRY  
CHRISTMAS and  
PROSPEROUS  
NEW YEAR**

accept also our grateful  
thanks for the large  
measure of business you  
have sent us during 1910

The coming year will be  
marked with a stronger  
and more persistent de-  
sire than ever before to  
give you the best that  
Canadian Shoedom can  
produce.

**McCREADY'S  
GREETINGS**

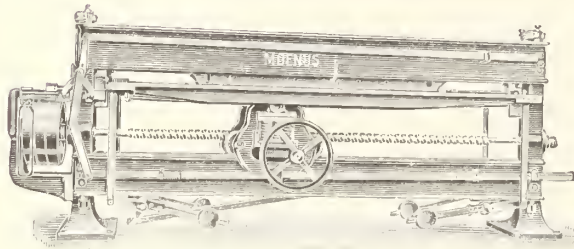
**YOUR  
EVERY  
NEED  
FROM  
STAPLES  
TO  
THE  
VERY  
FINEST  
WE  
CAN  
SUPPLY**

**The James McCready Co.**  
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**Montreal-Winnipeg-Calgary-Edmonton**

CLARENCE F. SMITH  
Vice-President and General Manager

If you wish a deep and bold embossing  
effect and a fast working  
Machine, take the



## Moenus "Altera"

TYPE 1910

Beware of weak imitations.  
Yearly Output 200 Altera Machines.

Write for the prices to the

# MOENUS MACHINE WORKS

FRANKFURT ON MAIN, GERMANY

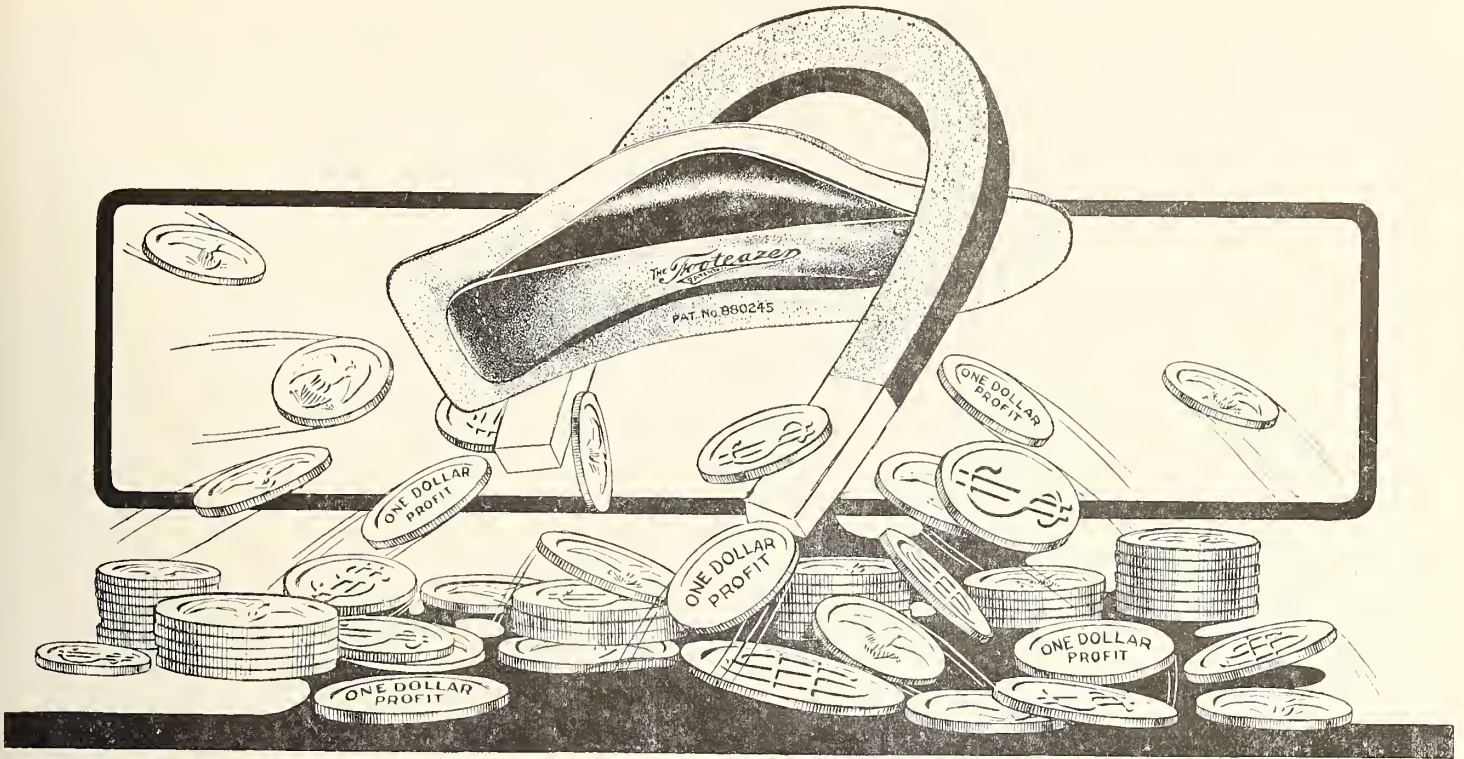
## WOOD-MILNE RUBBER HEELS

Wood-Milne Heels are made from infinitely higher grade of rubber than any other heels, hence there are more WOOD-MILNE heels sold than any others, because they are the best.



**WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS**

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# A Magnet of the Shoe Trade

## Scholl's "Foot-Eazers" and Foot Specialties



Dr. Scholl's "BUNION-RIGHT" (trade mark) is a practical invention that instantly and permanently rights bunion troubles.

A soft, pliable device so constructed that by placing it between the great and second toe, just sufficient outward pressure is produced to bring the toe to its natural and true position. The irritation to the ball of the foot is immediately cured as the device is worn during the day as well as at night.

*A wonderful seller.* Wholesale \$4.00 per doz. Retail \$ .50 each.



Dr. Scholl's "TOE-RIGHT" (trade mark) is a wonderful little device for the cure of foot troubles such as cramped, over-lapping or under-lapping toes, hammer toes, soft corns between the toes, and ingrown toe-nails.

This device tends to straighten out over-lapping or crooked and cramped toes, and is a sanitary and practical relief.

Ingrowing toe-nails, which are often caused by one toe crowding into the other, are straightened and all pressure removed.

Hammer toes are corrected and the foot restored to its natural usefulness.

*Sells rapidly.* Wholesale \$3.00 per doz. Retail \$ .35 each.

## 100% Profit For You

on every sale of a pair of "FOOT-EAZERS". This 100% profit is worth having. Our advertising in the leading magazines, together with our *free advertising helps*, furnished all our customers, *means easy sales*. You should handle "FOOT-EAZERS" in preference to any other form of so-called supports.

### Because:

1. They offer 100% profit on every sale.
2. Scholl's goods are made right. Are *easers to the feet and not ache producers*.
3. They *repeat* sale after sale. They make new customers.
4. They do not cut or gouge the insole of the shoe.
5. They are made of materials the very best; finished the finest.
6. Scholl's goods fit all cases—from ordinary weak arch to the most seriously deformed flat-foot.
7. Scholl's goods are advertised in all magazines. Sales are made easier because they are *standardized*.
8. Scholl's advertising department furnishes literature, electro-typed ads, eye-catching signs and window displays *free*.
9. The Scholl Arch fitter, a \$15.00 machine, is given *free* to dealers using Scholl's goods,
10. Over thirty styles of arch supports and specialties for the feet,

Scholl's Arch Fitter free to dealers. Scholl's "Foot-Eazers" are sold by all jobbers. Send in your order at once.

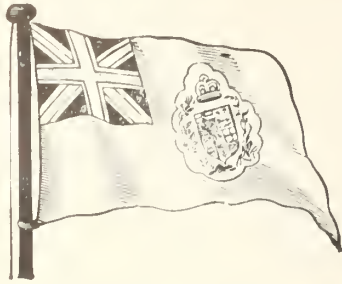
# The SCHOLL MANUF'G COMPANY

472 King Street West, TORONTO

NEW YORK

CHICAGO

SAN FRANCISCO



To Canadian  
Shoe Dealers  
From Coast to  
Coast.



We Extend the  
Season's  
Heartiest  
Greetings.



May a Large  
Prosperity  
Be Yours This  
Coming Year.



And May  
Surpass Shoes  
Strongly Help  
You to It.

**THE LOUIS GAUTHIER  
COMPANY, LIMITED**

Quebec

Quebec

## QUALITY COUNTS

and that is why our

**SHOE TACKS  
SHOE NAILS  
SHOE RIVETS**

give such universal satisfaction.

*They are made from the best material that can be secured for the purpose while such care is given to each process of manufacture as to guarantee the production of goods that will meet every reasonable demand made upon them.*

*The Montreal Rolling Mills Co.  
MONTREAL*

**WHERE  
AMHERST  
MAKE  
EXCELS**

**7 POINTS  
OUR GUARANTEE  
ON EVERY PAIR**



# TEDDY BEAR SLIPPERS

Design Regd

The latest  
Novelty in  
Childrens  
Slippers

"THE HIT  
OF 1910"



## TEDDY BEAR SLIPPERS FOR CHILDREN

H.W. TRICKETT LTD Waterfoot near Manchester · Eng.



*Doctors*  
ANTI-SEPTIC  
SHOE  
PAT. 1908 1909 NON  
PERSPIRO

**Cold and Moisture Proof**  
**THE**  
**Doctor's Antiseptic**

IS AN IDEAL WINTER SHOE

☞ It is a specially stitched Good-year Welt with three soles to wear through before the foot gets wet. The outer and inner soles are of best leather, the centre one of asbestos. Made in Tan Winter Calf, Chrome Box Calf and Chrome Storm Calf.

☞ Linings and inner soles antiseptically treated.

Both Soles and Uppers

***Waterproofed***



*THE*  
*Professor*  
PAT. N. 119409  
**+ GOLD CROSS**  
**SHOE**

**Comfortable and Cornless**  
**THE**  
**Professor Gold Cross**  
**Shoe**

perfectly combines up-to-date style and comfort.

☞ Built on shapely lasts, E, EE, EEE, designed on anatomically correct lines. A pair of these shoes are a real effective corn-cure.

☞ Made of fine, soft kid, the best procurable.

☞ A soft, easy tread is given by the inner sole which is MEDICATED AND CUSHIONETED.

***The Tebbutt Shoe & Leather Co.***

**THREE RIVERS, QUE.**

# Are You Ready For It?

## THE HOLIDAY TRADE

Will Soon be on You

Your customers will come in with a rush, and they'll want what they ask for, and want it AT ONCE. No time then to stock up.

So look your stock over now, and send us your sorting orders for

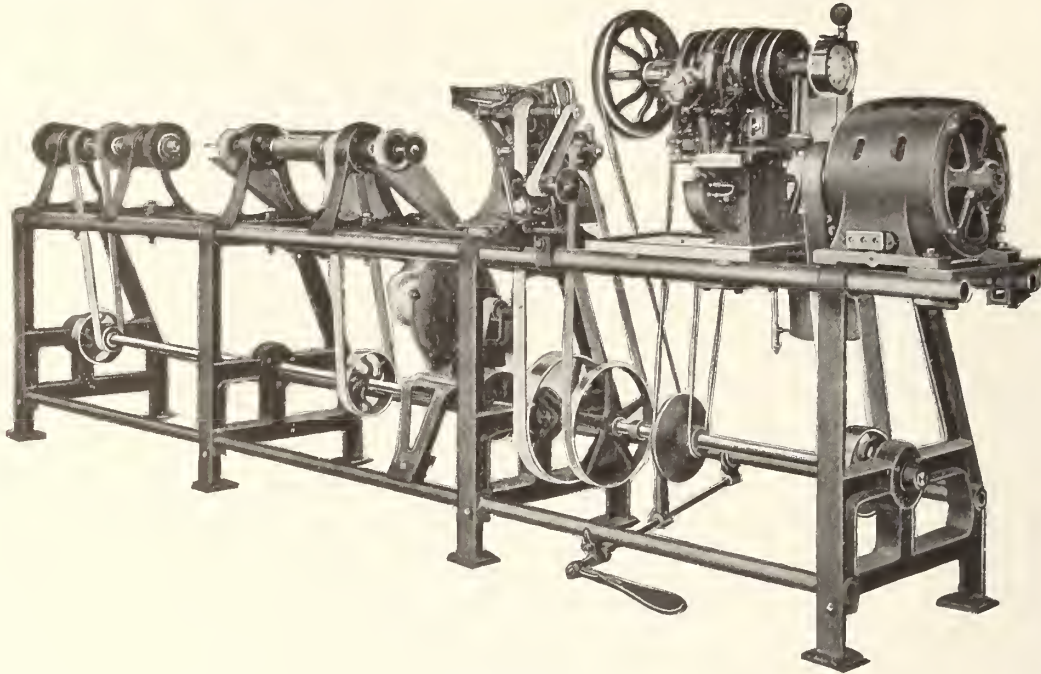
**BOOTS, SHOES, RUBBERS  
FELTS, SLIPPERS**

# James Robinson

182-186 McGill Street

**MONTREAL = = QUE.**

## GOODYEAR SHOE REPAIRING OUTFIT



MODEL A

THIS OUTFIT contains every machine required for doing repair work of the highest grade economically and quickly. They are all mounted on a substantial frame, with shaft running entire length, from which all machines are driven. No overhead shafting is required. It occupies the smallest possible amount of room consistent with obtaining the best results and has the following machines: One Goodyear Rapid Stitching Machine making lock-stitch, one Forepart Trimming Machine with Shanking-out Device and Cutter Grinder, one Buffing Shaft and one Finishing Shaft.

☐ We would be pleased to send descriptive Folder and any information regarding it, on request.

## UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West, TORONTO

MONTREAL, QUE

492 St. Valier Street, QUEBEC



We are SPECIALISTS in  
**RUBBER FOOTWEAR**

**Make Nothing Else**

Devote our whole time, energy and large plant to the one product

# Life-Buoy Rubbers

And believe that to this we owe the great popularity of our goods.

Their many **distinct features** of construction.

Their **shapely** and **good fitting** lasts are the result of effort concentrated to one end.

Have you tried the new **Double Heel?**

It **wins** and **holds** trade.

**Branches Ship Promptly**

## The Kaufman Rubber Co.

LIMITED

**BERLIN - - - ONTARIO**

<b>Montreal</b>	-	<b>Toronto</b>	-	<b>Ottawa</b>	-	<b>Truro</b>	-	<b>Charlottetown</b>
310 Craig W.		76 York		281 Wellington E.		N.S.		P.E.I.
<b>EDMONTON</b>	-	<b>WINNIPEG</b>	-	<b>CALGARY</b>				
Geo. Stockand		G. G. Lemox		E. D. Palmer				
		159 Portage Ave. E.						

# PHILIP JACOBI

SOLE MANUFACTURER OF

## "TAILOR-MADE" OVERGAITERS and LEGGINGS



First for  
**FIT—  
FASHION  
and QUALITY**



(REGISTERED)

See that this Label is on  
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**DON'T OVERLOOK OUR NEW LINE  
OF CHILDREN'S WELTS 1 TO 7 $\frac{1}{2}$**

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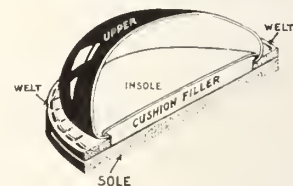
Child's Slipper  
Hand Lasted



In Red, Tan and Black Tops



Non-Rip Sandal



How Our Welt Shoe is Made

Headquarters for Shoe Store Supplies

**5 WELLINGTON STREET EAST - TORONTO, CANADA**

# PHILIP JACOBI

MANUFACTURER OF  
**LADIES' BOUDOIR SLIPPERS**

Ladies'  
Boudoir  
Slippers  
Make the Feet  
Comfortable

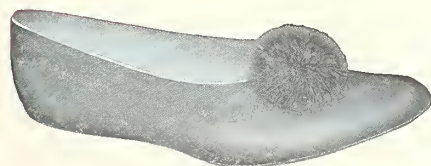


"Never-Slip"  
Soles.  
India Kid or  
Suede Leather  
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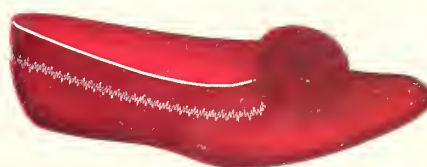
IN ALMOST EVERY COLOR



*So-Cosy*



*So-Cosy*



Every First-Class Shoe Store Requires These Goods

**5 WELLINGTON STREET EAST . TORONTO, CANADA**

# OVERGAITERS

Our stock of these goods is complete in every line and price. Send your orders here and get the best value in Canada.   •   •   •   •

## DUBBIN

Two Sizes  
40 & 75

Two Colors  
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## LACES

EXTRA VALUES in  
Mohair, Leather and Silk

# Chas. Tilley & Son

*Manufacturers and Jobbers*

160 Bay Street   -   -   TORONTO



# THE CANADIAN JOURNAL SHOE AND LEATHER

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## Current Comment

The weather has been rather too open to make general business what it should be at this time of the year. The fine weather prevailing throughout October was keenly felt by those who had heavy stocks of fall goods, for which only cold weather can create an adequate demand. November may, however, prove more seasonable, and with a fair amount of winter weather between now and Christmas, the slackness of trade may be more than atoned for. In this country business men depend upon the seasons being regular in their character, and when "Our Lady of the Snows" persists, as she often does, in donning summer garb in winter months, someone must suffer.

The Crippen case is being held up as a model of the expedition with which British courts deal with crime, particularly where capital punishment is involved. It took just four days to try Crippen, the jurors were out only half an hour, and three weeks were given the condemned criminal to make ready for his execution. In the meantime an appeal from the decision of the presiding judge has been heard and dismissed, and two week of re-

spite given to the prisoner as a consequence. The trial of Thaw took three months, and then he was pronounced insane. Even in Canada we are shocked if less than three months elapses between the arraignment and execution of a criminal. On the whole speedy justice seems to be more humane and, perhaps, more salutary in effect, is such be admissible. If a man is to die, judicially the agony should not be prolonged, while the law stands and capital punishment is statutory, as little room as possible should be left for making the dispensation of justice farcical.

Sensible people are becoming more and more uncertain as to whether, from any standpoint, the judicial taking of human life can be justified. True, it is scriptural; but a great many things that are "scriptural" in the sense of being endorsed under the old dispensation, with its imperfect civilization, are hardly in place with the advantages and light of this age. The "deterrent effect" seems to be the greatest argument put forth for the perpetuation of the law of "a life for a life," but this same argument was used for three hundred other offences besides manslaughter for which one might be sent to the gallows in England less than a hundred years ago. The hangman represents a justice barbaric in its very essence. The death penalty does away with any possibility of reformation of the criminal, while accomplishing no definite good either for the victim of the homicide or the community. There ought to some way of adequately punishing apart from snuffing out his life. Being the easiest solution of a difficult problem probably given it its hold upon us.

### The Death Penalty

So we have really begun to feel as though we were somebody, and already on our seaboard are to be found the beginnings of a "navy." It is to be hoped that Canada is not also at the beginning of a policy that may prove pre-eminently foolish and hurtful. This army and navy business makes good material for after dinner jingoism, but only has only to think of some of the European countries that are sweating blood to keep up the farce to realize how wickedly senseless this sort of enterprise is. Canada has less use for armies and men-of-war than any other country under the sun, but we have to be in fashion and besides it affords us something to spend money upon.

The next few weeks constitute the harvest time of the retailer. Whatever is to be done must be done quickly and done well, if it is to be effective. At Christmas-tide the buying spirit is at its best, and with this fact in view, the wise merchant plans to catch the eye and ear of those to whom his goods should appeal. The utilitarian spirit in Christmas buying has developed wonderfully within the past few years, and people go in for better and more useful gifts. At one time the season seemed to be handed over to the confectionery establishment and toy shop, but to-day the tendency is to make not only a wider choice, but a wiser choice in Christmas benefactions. See that you get your share of the Christmas trade this year.

Someone has estimated that the three prairie provinces of Canada raised alone last year wheat sufficient to maintain 33,000,000 of people for twelve months. Each year witnesses a tremendous expansion of our grain growing possibilities, and soon within the Arctic circle, almost, will breadstuffs be raised and sent, doubtless, by way of Hudson's Bay to the markets of Europe. In the meantime our own markets are demanding an increasing share of this production. There is probably no country under the sun as independent as Canada in the matter of raising what it requires in foodstuffs and providing for its own wants in manufactures. From all accounts our present year will be the best the country has yet seen in the productiveness of its soil, mines and manufactures.

The millstone about the neck of Quebec for a hundred years has been the perpetuation of the French language. In a fit of generosity the British agreed to allow the official use of both English and French in old Canada, thus perpetrating the most flagrant injustice that could have been done to an industrious, intelligent people. One

of the brightest counties in Ontario is Waterloo, settled almost entirely by Germans. Had these people been permitted to maintain a dual language in their schools courts and public institutions, they would never have amounted to anything. Fortunately for them their children learned English, and not only as a farming community, but as a manufacturing centre, Waterloo stands easily first in Ontario, if not in Canada. And yet the Germans love their language as intensely as do the French. It is safe to say that had the French been untrammelled by their language, Quebec would have been to Canada what New York State is to the American Union.

There are, of course, redeeming features in football, otherwise it would not command the position it holds in sport; but one cannot but realize at this season, when the air is full of "Rugby," that it partakes very largely of the element of brutality. While, of course, skill and strategy of a high order are often called forth, reliance is placed so implicitly upon the amount of "muscle" the team is able to put up, that it becomes largely a matter of brute force. Especially is this seen in the scrimmage, although in "getting" the fellow who captures the ball, it is probably carried to its limit. It is a satisfaction to Canadians, however, to know that our more modern rules prevent the loss of life that takes place from season to season in the United States in connection with this game.

The collapse of the Sheldon bubble in Montreal the other day affords food for thought. Not only were inexperienced men and foolish women caught in the swirl, but apparently a large number of shrewd men of affairs put up their hundreds and thousands in the game. As it often happens some of the latter could ill afford to be pinched, although not a few were putting up money they could well spare. The spirit of the whole enterprise was the expectation of making money faster than by ordinary, not to say legitimate, means. This anxiety to make money fast led a good many from the sober paths of business for the more exciting pursuit of stock gambling. Some wiser, if poorer, men in Montreal and elsewhere is the result. The moral: "Shoemaker stick to your last" should be applicable to business men in the premises.

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**SEND ALONG YOUR PHOTOS**—The Journal would be pleased at all times to receive photos of good show window displays or other items of general information and interest. If it would help you to get some one else's ideas, send yours in and lead the way. We will return your photos in good condition and also the cut gratis.

## Stray Shots

Some people eat to live and others live to eat. All some men think about is what they can put into their bellies. The whole drift of their talk is about what they get or would like to eat. Eating is all right in its place, but when it becomes the beginning, middle and end of a man's life, he becomes a human hog. There are men who keep the stomach in its place and never let it run their heads or their hearts. These men eat to live, putting the appetite in the place to which it belongs. There are also the cranks who are continually thinking about what they oughtn't to eat, and who live on raw vegetables, nuts, peanut coffee and the like. It is difficult to make a choice between these faddists and the glutton. "The righteous eateth to the satisfying of his soul."

Some men work like nailers but never seem to get "ahead." They are not wasters, neither can they be accused of extravagance, but their toil seems to be an endless pouring of water into a sieve. In many such cases the trouble lies in a lack of judgment; they work twice or three times harder than they need to accomplish their purpose and often accomplish the same too late to be of real use. A man needs to use his head as well as his feet and arms if he would get along in the world. "Much food is in the fillage of the poor; but there is that is destroyed for want of judgment." If you are not getting results from your plugging, sit down and ask yourself if you are using your brains as much as you should. Are you planning or are you blindly toiling?

Have you learned to run your mouth as successfully as your business? There are lots of men who know how to make money, who don't know how to hold their tongues. Many would be richer in pocket as well as in reputation and friendship if they knew how to control the unruly member. When you feel like saying it, don't. Keep it until you have thought it over once, twice, or even three times. That smart letter you are tempted to write, ripping the other fellow up the back, don't. Write it if you will, but leave it till to-morrow or the day after, and read it after you have had a good comfortable meal or a play with the children and then send it if you will. "He that keepeth his mouth keepeth his life; but he that openeth wide his lips shall have destruction."

There is a lot of talk these days about "personal liberty," by people who, if you only found out, do not wipe their own noses without asking somebody's permission, or at least looking about to see how others are performing the operation. When you hear a man prating about personal liberty look out for earmarks of the fool or the knave. "None of us liveth unto himself." And it is because some of these personal liberty fools run loose that we have to provide policemen and lockups to prevent them carrying their tenets into everyday practice. The good of the community is the object of all sane government, and the man who grows restive under laws that are meant to prevent "personal liberty" impinging upon the general weal proclaims himself a dangerous as well as a selfish individual. "Whoso despiseth the word shall be destroyed; but he that feareth the commandment shall be rewarded."

"Wealth gotten by vanity shall be diminished; but he that gathereth by labor shall increase." It would be a great thing for some of the people so feverishly in haste to be rich if they would let this rare bit of wisdom sift into their inner consciousness.

IT WILL GO  
It has been proven true over and over again that riches gathered by "vanity" takes to itself wings. It may not happen with the "lucky" possessor during life, but the heritage of vanity finds those who will not only "scatter it abroad," but get the usual curse in doing it. If there is a crying sin that needs to be proclaimed against in this country from pulpit and press just now, it is greed of gain. The youth of the country are being destroyed by the gambling spirit that is taking hold of our business men.

There are men who keep up a quarrel or maintain an unjust attitude towards a neighbor or friend who know they are wrong, but who are too proud to "give in."  
COWARDLY PRIDE  
There is a sort of pride that is a credit to a man. A man should take a pride in his name, his business, his family, his church, his country, and all things that stand for manliness and good citizenship, but that kind of "pride" that is ashamed to own to a fault or mistake and will let another bear the consequence of such cowardice, is not worth the powder to blow it over Gilroy's barn. Get down off your high horse if you are one of those stiff necked fools who brag about never giving in. "Only by pride cometh contention; but with the well advised is wisdom."

One of the best ways to get the measure of men is to attack them with a subscription list. A man giving his experience along this line said he called upon two men consecutively that gave him plenty of chance for reflection. The first was a prosperous business man, who, not knowing what the visitor was after, regaled him at first with an account of his marvellous successes. When the subscription list was produced he began to "crawl" and enumerate the many heavy "calls" upon his generosity. He became quite cold and pleaded pressure of business for cutting the interview short, when he was quite enthusiastic and forgetful of time in talking about his own affairs. The caller withdrew without securing a single dollar, and with a sense of the hold that money can get upon a man. He called next upon a comparatively poor man, who was ready to give about twice as much as he could seemingly afford, it being actually necessary to remind him that half what he offered would be sufficient. The collector said he could not help thinking "There is that maketh himself rich, yet hath nothing; there is that maketh himself poor yet hath great riches."

Not only is a man known by the company he keeps, but he grows like the people he likes to be with. You can't keep a clean heart and associate with blackguards; you can't have a straight tongue and run with liars, you can't be honest and stand in the way of the crooked; you can't be wise and sit in the company of fools. "He that walketh with wise men shall be wise; but a companion of fools shall be destroyed." Just ask yourself if you can afford to frequent some of the places you gravitate towards at night, or to encourage the companionships you are drifting into in your spare moments. Get with people who will lift you up rather than those who will pull you down to the level of animalism or worse.

*Solomon*



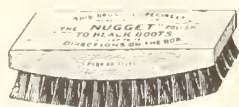
SHINE  
WHERE-  
EVER



THE  
SUN  
DOES



**“NUGGET” POLISHES ARE BEST**  
For the Consumer. For the Dealer.



*Because of the brilliant glossy shine they give to all kinds of leather, because they do not clog the brush or soil the clothes and because of the large number of shines in each box.*

*Because the genuine merit of “Nugget” and our extensive advertising make it easy to sell large quantities, and because the price we ask allows a good margin of profit.*



**THE NUGGET POLISH CO., LIMITED**  
TORONTO - - - HALIFAX

We make a Specialty of Genuine English Pigskin  
**LEATHER LEGGINGS**

IN BLACK OR TAN

A Genuine Pigskin Legging cannot be surpassed for wear, it retains its shape and is the most satisfactory legging made to-day. Our best seller is the one shown in cut herewith.

We also have a line with a SPRING FRONT made up in **Tan Pigskin only.**

For a good high quality leather legging see our  
**Smooth Grain Cow Riding Legging**

Blocked shape, no seam at back, in **Tan only.** Also in **Black and Tan** with seam on back.

**L. H. Packard & Co. Limited**  
Montreal

Largest manufacturers of Overgaiters and Leggings in Canada. Write for our illustrated catalogue.



# Message Boy's Memos.

*"What I Would Do if I Were a Customer"*

I don't know whether any of the people in our store have caught on or not, but I have heard them discussing these "memos" quite a bit, and kind of give side-looks at me at the same time. Of course I have used different names for the salesmen, so they couldn't get sore, and I was glad to hear Thompson say the other day he didn't believe any kid wrote that stuff, but some wise guy of a traveller. Anyway, it seems to have made some difference with more than one of the hands in our store; some are slicked up a little more, and others get down a little earlier. Even the Boss seems to be more on the job than he was. Well I said I would try and give a few hints of what I would do if I were a customer, if the editor was not sick of the stuff by now, and as I notice he used my last, I suppose it is up to me. Anyway, I think I can speak more freely about the customers because they are not as apt to read what I say as some of those I have already been writing about.

There is a lady who is a customer of ours who comes into the store with an air as if she owned the place and the people. Her husband is a county judge or something, and she usually drives down to the store, although she only lives four or five blocks away. She expects the door to be opened for her as she comes in and goes out, and she sweeps into the place as if she was a queen. She always wants the Boss to wait on her, and if he isn't in she is quite peeved, and goes out with a snap as if she thought he had no business to be out without letting her know. She is so fussy, and has to be humored so much that I wonder the Boss can stand it, but I suppose he doesn't want to offend the judge, and I think he gets even by sticking a little extra on the price. I heard him say one day that if people wanted him to wait on them they would have to pay for it; so I guess he doesn't stand to lose by being taken away from his missionary conferences with the pastor or his political confabs with the local organizer.

There is a man who comes into our store who seems to have a grouch all the time. He is a bank manager, and, I think, takes himself too seriously, as Jones says. He doesn't seem to get down to small transactions easily, and treats the salesmen as if they were dirt. He thinks he knows what he wants, but I don't believe he does. He looks the goods over, asks for something else, fusses, and kicks until I really sympathize with Jones, who is the only one he will have to wait on him. Jones seems to understand him, though; humors his whims, usually satisfies him, and gets a cigar for his pains. I think, though, he'd get nearer to what he wants and get a good deal more fun out of the deal as well, perhaps, as value, if he would

only forget for the time being that he is a bank manager. He tried his bank manners on me once when I was sent down to the bank to see him. He kept me waiting for half an hour and then called me from within in a gruff, surly voice. I got even with him by quietly upsetting an ink bottle on a window ledge as I was going out of the bank. I suppose the salesmen have some way of taking it out of people too, who are nasty to them. I know I got a good deal of satisfaction out of my little piece of spite. If I were a customer I would remember that it pays to be civil to salespeople.

There is an ass of a fellow who haunts our place, and I suppose other shops in our line, too, who is the very bane of all the fellows' lives in the place, and he gets on the Governor's nerves even when he is not waiting on him. He is one of those fellows who know it all, and can tell you all about the material and make of the goods you are selling. He knows manufacturers are rascals, aided and abetted by retailers, and looks under, over and into the goods for indications of crookedness. He says the goods should be made for so much, and to charge the price asked is sheer robbery. Sometimes he buys, when he has been elsewhere and found us cheaper or vice versa. The store has to be civil to such people as this, but he does not get any more consideration than duty calls for. If I am called on to deliver the goods I feel inclined to cross myself three times.

There is a man who patronizes our establishment who is reputed to be worth at least half a million, made by some political pull or influence. He is uneducated, coarse and mean. He has no taste, and it is absolutely no use to talk style or anything like that to him. It is the price that counts with him. He will look over the stock in the line he is after, and settling upon a certain thing, will commence to beat down the price. The Boss has everything marked in plain figures, and it is hard to put it on, and take it off as is often the custom with men of this type. It is just a question of haggling and referring to the Boss. His great argument is that he pays cash, and should get things cheaper. So he does, but I know from what I hear the boys in the store say, that now and then they unload a sticker on him at a fair figure. I don't think it pays a customer to be mean.

There is a lady who is on our books as a regular customer that I think the Governor wishes was off. Nothing is too good for her or her family, and there is never any dispute as to price. The dispute comes when she gets her bill. She is quite sure she never had this, and absolutely certain there is a mistake about that item, and so forth. It takes a month after

she gets her bill to get these "discrepancies," as she calls them, straightened out, and then another month or more to get a partial payment. I know from the testy way the Boss speaks that he would like to get a good chance to sue her and have done with her, but as she keeps paying a little now and then he can only sit still and wait. But I think he gets even by tacking on a little to the price, which he can easily do, as she seldom looks at the figures on the goods.

There is a jolly old duck that everybody likes to see come into the place. You can hear him before he turns the corner into the store doorway. He seems to be running over with fun all the time. He has a joke for everybody, and you can see the boys perk up when his voice is heard. They say he is the whole thing, and even grouchy Thompson likes to wait on him. As a matter of fact, he doesn't seem to mind who serves him, and if no one is in sight he will say to me, "Here, Billy, show me what you've got in such a line." The old fellow can get anything in the store, and I would do without my supper to get the goods to his house in time. He doesn't do much tipping either, but now and then slips me a dime, and the boys in the store a cigar. I know for a fact that Jones has asked travellers for special things for our old friend, who has a stand-in even with the Boss. He pays his accounts right on the first of the month, and never makes a kick for discount or allowances. I heard the Boss say that if anybody should get a square deal in our store Old Brown ought, and I think he does. I think it pays a customer to be decent to store people and about his account. I think he is dollars in pocket besides the satisfaction he gets.

There is a customer who has been with us as long as I have been with the store, although almost every month she threatens to go somewhere else. She seems to be always looking for trouble and is being insulted or neglected by somebody. The Boss got tired of her and gets out of the way when he sees her coming. She wants Jones to wait on her sometimes, and the very next time she comes in she asks for Thompson. Smith the book-keeper tried his hand with her once and she sent him off to look for Jones. She fusses and fidgets so that everybody hates to attend to her. I think she must have a floating kidney or a boozy husband as she seems always out of sorts. But she buys good stuff and pays promptly and I heard the governor cautioning Thompson against being cranky with her. I think that if I were a customer I would keep my liver or family troubles at home.

There are a lot of other queer customers I might talk about, but this screed is long enough already. I may take up the matter again. From what I can see the reasonable decent customer stands a better show of getting the worth of his money than any other kind, and when I am old enough to be a customer I will see that my money is greased with ordinary human kindness.

SILAS.

# CLARKE'S PATENT COLT

Decidedly the best Patent Leather ever put in boots or shoes.

It is a clear fine-grained leather with a beautiful lustre and shiny appearance.

It is good-wearing, easy on the feet and helps to make shoes have a nice stylish and dressy appearance.

Clarke's Patent Colt cuts very economically and is really better than any other kind of patent leather made and gives far better satisfaction, so why not have it?

**A. R. CLARKE & CO.**  
LIMITED

**Toronto - Canada**

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Square, Montreal, P. Q.**

# Catalogue Work

The choice of a suitable catalogue cover is constantly becoming a more important and attractive, though possibly somewhat more difficult department of catalogue work. Much though is required to make the cover harmonize with the inside, as regards quality, design and color.

## Catalogue Covers and Designs

It is a disappointment to pick up a catalogue with a well-designed and executed cover and find that the inside is on poorer quality paper, has poorly executed engravings or poor presswork. On the other hand a good catalogue with a poor cover is also a failure, as the person receiving it is very likely not to look inside, and to throw it to one side, whence it usually reaches the scrap heap.

In planning the cover many features must be considered: the design, decoration, colors and tints, quality and weights of stock, binding, etc. All these points and sometimes others, must be most carefully discussed, for it is the cover that gives the first, and sometimes the only, impression.

There are now available cover stocks in almost all shades of color, in many qualities, and in several kinds of finish. As a rule the cost of cover stock is not so great but that the one really wanted may be had. Again, the innumerable colors and shades render it easy to select one that harmonizes with the inside.

Often of far greater importance than color or cost is the finish. It is not uncommon to find a stock that has the desired quality and color, but the finish prohibits its use. Admirable samples are often rejected simply because it does not appear possible to print the design on account of the character of the finish.

The various papers have beautiful fabric finishes, such as linen, crash, grosgrain, watered silk, etc., which are often reluctantly cast aside, simply because the comparatively rough or uneven surface is unfit for half-tones, and some are too rough for small type or line work, unless the squeeze is abnormal, undesirable in any case.

By pressing the cover in a panel or in the shape of the design, a part of this difficulty may be overcome; but many of the most desirable finishes will not give a surface of sufficient smoothness by simple cold-pressing—the blocks or dies must be hot. With hot dies, the fabric finish becomes very smooth, sufficiently so for half-tone work, provided the effect of a half-tone on coated stock is not essential.

A pleasing effect may be had by hot-pressing a

panel in the fabric finish, then laying a tint on the smooth surface and printing on the tint. For this operation the same blocks may be used.


If the expense is not prohibitive, a fabric or antique finish may be hot-pressed to smooth the surface and give the desired panel effect. Then, by means of embossing dies, the design may be worked in relief with or without color.

Hot-pressed covers are somewhat expensive, largely due to the fact that the presses for this work operate slowly, in order that there may be an appreciable time during which the stock is in contact with the hot metal block. To reduce this expense, and at the same time lessen the delay in getting out such work, the following scheme is suggested by C. S. Dow for hot-pressing on a job press. The results were very satisfactory and somewhat surprising as regards speed. In one afternoon 3,000 covers were hot-pressed, and more could have been made had it not been for the fact that the small dies required so little heat that the gas went out frequently.

The apparatus consisted of a job press, a pipe for conducting gas to the back of the bed, and another pipe for compressed air. The gas pipe terminated in a tee in which were drilled several small holes. The air pipe was placed directly behind the gas so that the compressed air would drive the gas flame against the bed, which is vertical. But little gas is necessary to maintain the desired temperature of the blocks, the supply of air and gas being easily regulated by the valves in the pipes. In operating the apparatus, the greatest difficulty was to have the gas low enough without going out. Doubtless this would not have occurred with smaller holes in the tee, or with larger blocks. In fact, practically no difficulty was encountered when larger blocks were used.

Many of the newer patterns for covers have distinctive marble, cloud, and similar effects as a part of the stock itself rather than in finish. The treatment of these covers is generally in strong lettering and plain border lines or panels rather than with decorative design.

The cover shown was on specially designed "ribbon" paper. This was extremely dainty in texture and color, the latter being of a silver grey, with embossed letters and borders in silver. The design is simple, but strong and effective, besides not being unduly expensive.



Globe-Wernicke  
DESKS



• 710 •



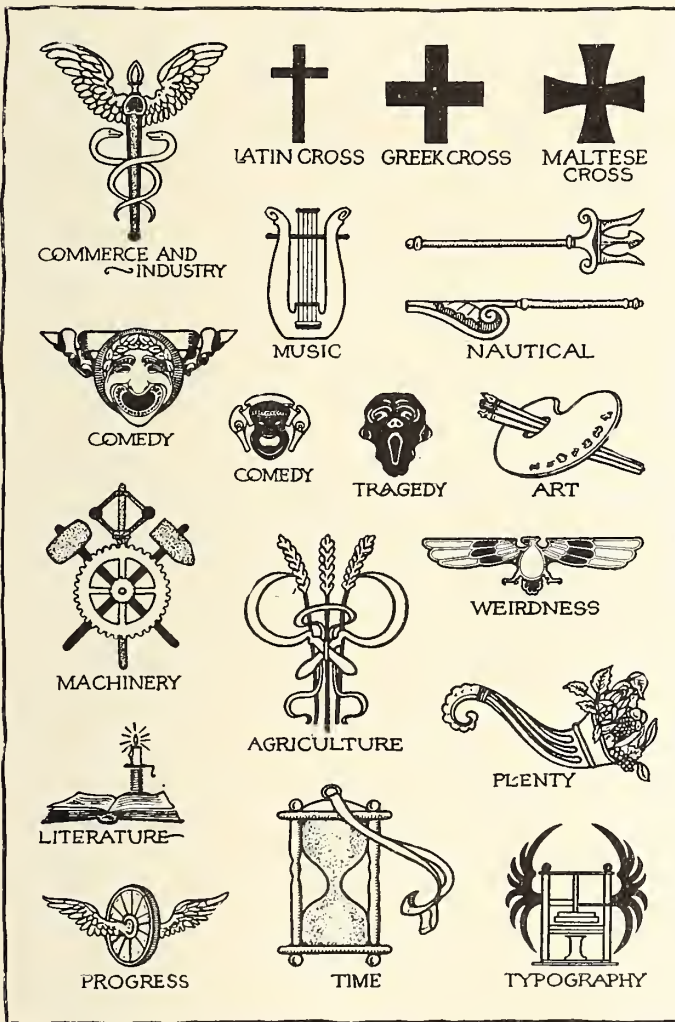
The choice of small decorative designs for use on catalogue covers, folders, menus and for other purposes, often presents its difficulties to the designer, as well as to the typographer. Decorative designs of this sort, or typographs, as they are sometimes called, should harmonize both with the type and the subject. The Roman capital letter is a formal, dignified letter, and the decoration used with it should partake of this nature: the italic letter is free, graceful and flowing, and is at its best when used with decoration of that nature; while the Gothic letter, rich in design and color, must have decoration of like char-

acteristics, in order that its beauty may be fully brought out. Just as the letter form adds to or subtracts from a piece of work in accordance with its suitability or lack thereof, so does the decoration exercise an influence. One would not think of using block type in connection with a Gothic design; even less appropriate would it be to decorate the cover of a book of Egyptian travels with Celtic ornament. For ecclesiastical printing there are crosses of various designs, and the many Gothic ornaments to be found in connection with the text types of the catalogues; for the decoration of printed matter, with music as a subject, there are numerous harps, etc.; for printing suggestive of plays and players one readily finds various masks suitable for comedy or tragedy—in fact, one may procure decoration symbolical of almost any subject he may be dealing with. The following is a brief list of symbolic forms, together with the subjects they represent: Rose, the flower of England, royalty; lily, the flower of France, purity; thistle, the flower of Scotland, independence; shamrock, the flower of Ireland, good fortune; chrysanthemum, the flower of Japan; circle, eternity—without beginning and without end; holly, Christmas; laurel, victory; grape, pleasure, good cheer; cross, Christianity; hour-glass, time. palatte, art; lion, power; eagle, superiority; dove, peace; dragon, ancestor worship; goose, Christmas; turkey, Thanksgiving; hare or rabbit, month of March; peacock, magnificence and pride; scythe, death. The use of even a small decoration or spot of color in connection with an otherwise plain type of design, breaks up the severity of the lay-out, and affords a pleasing variety and suggestiveness.

Good publicity means advertising the merits of the concern as well as the merits of the merchandise.

**General Publicity Methods**

How can you make the public want to give you their business? How can you create such a desire? In answering those questions, you get into the wide realm of advertising. Some of the things which go to make up the solution of this problem are: Location, convenience, service, the glad hand, and, in general, attracting trade and in the general scheme of the best possible system for serving the customer. Those things really cut more figure in publicity than the price. Advertising the store revolves around the question of how to make the store popular. A popular store is one that has become known as an attractive place, where money can be exchanged for merchandise. Take the problem of the big department stores. Some years ago, when the department store idea was new the trade of such stores was attracted largely by cut prices on well known brands of merchandise, just as the retail catalogue houses in the big cities are doing to-day. But the department store managers found the profits under such policy entirely inadequate. The policy gradually changed. To-day the cut price is a small factor in the department store's scheme of getting business. It has given place to that kind of publicity which establishes the general character of the store in the minds of the people, the character of the merchandise carried, and element of general excellence of service. Department stores use leaders, and always will, but you will notice they use different kinds of leaders than they did some years ago. The store will reflect the personality of the proprietor or manager in many ways. It can be seen in the window displays, in the store arrangement, and in the general demeanor of the sales force.



Decorative suggestions by "Inland Printer."

acteristics, in order that its beauty may be fully brought out. Just as the letter form adds to or subtracts from a piece of work in accordance with its suitability or lack thereof, so does the decoration exercise an influence. One would not think of using block type in connection with a Gothic design; even less appropriate would it be to decorate the cover of a book of Egyptian travels with Celtic ornament. For ecclesiastical printing there are crosses of various designs, and the many Gothic ornaments to be found in connection with the text types of the catalogues; for

## Most Suitable Gifts

**SHOES** are the most attractive and sensible presents to give. They are always needed.

The various kinds we have rank high as useful gifts. We invite you to inspect and judge whether you can anywhere buy to better advantage or have greater variety to choose from.

### Slippers for Men, Ladies and Children.

Thousands of pairs suitable for bedroom and house wear from 30c up to \$4.00 per pair.

### Ladies' Choice Footwear

We know how the ladies are interested in artistic footwear. We have the kind that lends to the foot a covered charm of individuality, and gives a graceful poise to the whole figure, they excel in quality, fit and style and reasonable prices.

### SKATING BOOTS.

Do not fail to see our assortment before purchasing, they are the height of perfection in style, fit and workmanship. **SKATES PUT ON FREE!**

### MOCCASINS ARE VERY POPULAR

We have the right kind for to-boggaring, etc. Real Nix Equally and they don't cost much more than the seconds sold elsewhere.

### Pretty Shoes For The Wee Folks

Any attempt to describe the complete variety of infants' and children's shoes would prove hopeless. We always have such an immense assortment of all kinds that it is an easy matter to choose just what you want at any price you want.





























































































































































































































































































































































































































































































# Ads. and Advertising

An effort is being made to add to the interest and usefulness of the ad.-page department by securing,

## Ad. Comments

whenever possible, examples of advertising show how different seasons were handled. While we are always pleased to receive contributions of single ads. for reproduction and criticism, the utility of a consecutive series of ads. will be readily admitted. Clip a few of these out of the daily papers, mark the date on the back of each (not on the ad.), and send them along. Just now we have the before-Christmas and Christmas advertising campaigns. The after-Christmas season will call for an entirely different sort of advertising. The New Year marks another publicity period. This is followed by a period of comparative quiet, which calls for still another change of advertising methods, and so on throughout the various seasons of the year. A few remarks as to the plan followed or results noted will add to the value of ads. submitted. Each issue contains a number of ads. sent in in this way, and is an evidence of the interest aroused. We would be pleased to have all readers of the Journal feel that the department belongs to them, and that they are free to express their opinions upon any subject of interest to advertisers. Remember that the best way to set the ball rolling is for each dealer or ad. man to send in a few of his own ads.

Ad. No. 1 is a last season's before-Christmas ad. This has a cut suggestive of the season and makes a number of effective suggestions as to footwear lines suitable both for wear and for presents. The matter is slightly crowded for best effect, but is well calculated to arouse an interest in the lines carried.

Nos. 2 and 7 are by the same advertiser. The copy in both of these is excellent. An interesting list of seasonable lines is given. These are presented in a way to attract the attention of the reader and create a desire to see the lines advertised. Both ads. have strong and attractive headings. Another point to note is the catch-phrase "dependable footwear," in connection with the firm name. The writer is very much in favor of a suitable border in most cases. Exceptions to this may be found where the contrast with the surrounding material is good. This requires an exact knowledge, not only of where the ad. is to go, but of the other matter on the page. In the present

instance No. 7 would probably stand out better without a border than would No. 2, which is less uniform in style.

No. 3 is a good example of seasonable advertising. An ad. of this type, changed daily, and presenting a different style with each change, or as the season suggests, would be most effective. The heading in this case is catchy and suggestive of what the ad. is about. The descriptive matter conveys a good idea of the line advertised. The cut, also, is suggestive of both quality and style.

No. 4 is good copy. The subject matter, also, is well arranged. The heading might with advantage have been run straight across the top—for example, "Queen Quality Shoes Attractively Priced." This would give an opportunity to use the name-plate, and also the cut of the shoe. The electro of the firm name at the bottom would be better exchanged for a new plate.

No. 5 is one page of an advertising folder issued by the firm of Thos. Mulcahy, Limited, Orillia, Ont. The firm has recently sent out two publications of this kind, one devoted to men's wear, and the other to ladies.' These are printed on a good quality of paper—one which takes half-tones well. The folders are plentifully supplied with good illustrations. The sample page given will show the neatness of the typography, the good arrangement and choice of type, the excellence of the descriptions, the effective use of prices. The typography is modest—not loud, and is suggestive of quality rather than mere cheapness. These folders were for mail order, as well as for general advertising purposes, and would no doubt be most effective.

No. 6 has a cut which indicates at once the subject of the ad. The ad., generally speaking, is concise and businesslike. The typography and lay-out are good.

No. 8 is an American ad. The copy, arrangement and illustration are to the point.

No. 9 is neat and attractive in arrangement. The argument used is effective, and the wording of the ad. breezy and interesting. The cut suggests that the goods are for children, though it does not suggest shoes. This is left for the firm name, or the name-plate, which is no doubt familiar to every one in the dealer's locality. Note also the effective use of prices.

A defect in the education of ad. men, which has been frequently mentioned, is the fact that they have not graduated in to ad.-writing from the sales department of the store. This means that the ad. man is comparatively unfamiliar,

**Ad. Men Should Be Salesmen.**

in nine cases out of ten, with the goods which he is supposed to advertise. Only half the ad. man's education has been undertaken when he becomes initiated into the mysteries of the lay-out, typography, illustration and the other technicalities of ad. building. The ideal preparation for this class of work would evidently be a course in salesmanship, covering, if possible, a variety of lines, but at any rate, familiarizing the prospective ad. writer with some practical branch of salesmanship. It has been suggested as a solution of the difficulty that the offices of ad. manager and sales manager should be combined. This implies that the ad. manager has first had experience as a salesman. The two departments, if not actually amalgamated under a single head, should certainly work in exact harmony one with the other. An ad. man who has experienced the difficulty referred to makes the following observations: Ninety-nine per cent. of our advertising men have never carried a sample case, nor are familiar with the physical, practical selling of merchandise. For the most part they have gravitated into the business from the editorial, the newspaper or magazine field, and en route have gathered lots of splendid thought and experience, but, as the salesman says, "haven't been up against the real cloven-hoofed buyer—yet." Hence the danger of dependence upon the "average" advertising manager for the handling of the combined sales forces. The sales manager, to handle the combined campaign, must first be a sales manager—and then be able to change desks, if need be, and become the ad. man; familiar with the bewildering multitude of opportunities for costly error, for concealed loss of expenditure, and for the elusive dead-falls lying in wait for part of his appropriation. If he cannot do all of this himself, he must have the level-headed common sense to select, carefully, the very best agency available—pay them straight commissions, and tie up with them for service and results. He must know how much help the agency will require of him, and give it. He must know what to expect from the agency, and insist upon getting that. In an experience of fifteen years in actual selling, in sales organization and reorganization—sometimes in sales advertising, sometimes exclusively selling—I have had the opportunity, several times, of correcting a bad sales policy, and of lessening the consequent sales cost, by consolidating the sales and advertising departments under a single directing head. In certain instances both organizations were good, the advertising logical, well-balanced and properly applied; the selling plan correct and proving effective; both departments, individually, doing their full duty, but not working in the precise harmony necessary to high-

est sales efficiency, and particularly sales economy. And in the final work-out it is found that these two separated departments are working along lines sufficiently different as to lose the team-work value found in proper combination. Therefore, in selecting the sales advertising head the question of choice should be determined by the qualifications of the individual, rather than by whether he be a salesman or an advertising man. But the direction of these features of the business should certainly be centered in one man.

One of the most important factors in connection with the distribution of advertising matter is the mailing list. Advertising matter, whether in the form of catalogue, booklet, folder, picture post-card, or advertising novelty, represents money, and should therefore be distributed in such a manner as to secure the minimum amount of waste. One of the first essentials in insuring the manufacturer's or dealer's literature against the waste paper basket or the dump heap is that it shall be interesting. Equally as important is its appearance or quality. It should be worthy of the firm which sends it out. This will form an additional reason why it should receive the reader's consideration. Lastly, it should be sent only to those who are likely to be interested. This is one of the most difficult points to be encountered, and means that a strict account shall be kept of results and that only live names shall be retained. All dead wood must be carefully and rigorously eliminated. The next problem encountered is how to get live names. The wholesaler will receive many additions to his list from written enquiries. The management or direction of this department is, of course, under the management of the regular advertising man, or other person who may be placed in charge. This pre-supposes an efficient method of keeping track of and recording names. Methods will naturally vary with the line of business in which the dealer or manufacturer is engaged. A method particularly applicable to the wholesale trade is from travelling salesmen. The firm in this way supplements the salesman's efforts by an advertising follow-up system. Valuable lists of names can sometimes be obtained by exchanging with manufacturers in cognate or related lines. Local papers sometimes furnish additions to the list. A source very frequently used, also, is the directory or agency. The retailer who is in search of the individual purchaser can make use of most of the methods mentioned, and also any other medium which will furnish him with lists of individuals who are likely to be users of his lines. Among these are customer's names, voters' lists, the news columns of the daily papers, reports of conventions, assemblies, meetings, lodges, sports, etc. The names acquired in any way whatsoever must all finally be brought to the test of results. Some sort of organized follow-up system is an absolute necessity.

**The Building of a Mailing List**

# The Man Who Sells

A number of the larger stores are beginning to take up the education of the salesman as a serious business. The old-fashioned method was to turn him loose, under the sales-manager's protection, of course, and if he proved unusually apt he might, in course of time, become a satisfactory salesman. On the other hand, he might not. In any case considerable time was wasted. It is, no doubt, to obviate this waste of time and energy that these schools have been founded. It is well known, too, that careless, inefficient salesmen and saleswomen can drive away more trade than the store's advertising can attract. This is a most important consideration from the dealer's point of view. The success of a store depends as much upon its selling force as upon any other department. No beginner is allowed to come in contact with the store's customers until he has passed a certain standard. Even the more experienced salespeople are required to continue their studies, especially if this be their first engagement or their first experience in selling the class of goods in hand. A book of instructions to salesmen is issued by some of the stores, and in these are to be found pointers on all sorts of things in connection with salesmanship. Examinations are held at stated intervals as a test of progress and all salesmen are in this way are put through a thorough course of training. The examinations weed out those who are hopelessly careless or incompetent. The class-room has desks and blackboards and instructors are furnished in the various departments of salesmanship and store system. The method of filling out sales slips is explained, also C. O. D's., exchanges, refunds, etc., the instructor often going over these several times for the benefit of beginners. The hour spent in class is paid for the same as for working. The same idea can be very well adopted by the smaller class of establishment, though on a smaller scale

The clerk who is alive to his opportunities will constantly keep this idea before him. There are many clerks, no doubt, who are content to plod along in the same old rut. They are contented with so much per, and never expect to do any better. The money point of view, while necessary and worthy in its way, is not the noblest and best object. No man in possession

of ordinary health and vigor should be contented with doing less than his very best. It is a duty he owes not only to himself, but to his employer. It is only in this way that advancement of any kind has been made. If such men as Harvey and Newton, for example, had been contented to accept things as they were, two important discoveries would have been postponed and the world's progress retarded by so much. Do not be contented with being an average salesman. There must be very nearly ninety-nine in a hundred of these. Most of these are honorable and respectable people, but rewards worth striving for are waiting for the salesman of exceptional application, energy and ambition. The word "ability" is purposely omitted in the last sentence, as this often plays a comparatively small part as a qualification for success. It is the old story of the hare and the tortoise over again. Exceptional talent is often contented to take things easy, while moderate ability and energy win the day. The clerk in the small town or village is sometimes tempted to think that his position is the least promising one. Things run along from day to day in the same routine. He sees only the old familiar faces. There seems to be small chance for promotion. The clerk, here as in the larger stores, has the opportunity for self improvement—which is a satisfaction in itself. This may very profitably be along cognate lines, or lines related to that in which he is engaged. Window dressing is a profitable art, even as applied to his present position. A knowledge of how to place goods to best advantage is always valuable to the salesman and may be the stepping-stone to larger things. Ad-writing is another of the worth-while subjects, even if no further use be made of it than to be able to appreciate and understand good advertising. This is the key to the business situation of to-day. The business man, whether retailer, manufacturer or departmental manager should understand and be able to direct an advertising campaign. He would then be in command of the situation and not at the mercy of the advertising dabbler or pretender. Show card writing is another branch of merchandizing worthy of cultivation. This need not interfere with the salesman's duties, but is a profitable method of filling in spare time. Few stores, even the best, are overloaded with good show cards, unless the establishment is large enough to employ a professional card writer.

## Educating the Salesman

## How Can I Become More Efficient?

## McKAYS & TURNS

for  
MEN, WOMEN,  
LITTLE GENTS.

In All Sizes  
Styles Up-to-date  
Material And  
Workmanship  
That You Can  
Depend On.

### AIRD & SON

Manufacturers  
to the Jobbers

583—585 St. Timothy St. Montreal.

# GLOVING LEATHERS

BUCK—DOE—FAWN

Perfect Skins

CHAMOIS--White--Colored--Natural

LAMBS and FLESHES

FOR BOOT WORK--Mock Buck  
in white and colors

Awarded Gold and Silver medals at the  
Brussels International Exhibition 1910

W. H. STAYNES & SMITH  
LEICESTER - ENGLAND

## CHEAP LEATHER

The one CHEAP leather  
to-day is **WAXED SPLITS.**

Some people would rather  
buy a cheap shoe if they  
knew it combined reason-  
able comfort with greater  
wearing quality than can be  
had in any other shoe.

Some people *must* buy a  
cheap shoe. Why not give  
them a cheap shoe made  
from our Waxed Splits?  
They are soft and mellow  
and remain soft in the shoe;  
our special stuffing process  
insures this.

They are strong and will  
wear like iron.

*Lastly*, Mr. Manufacturer,  
they are so cheap they will  
make you a big profit if  
you push Split Shoes from  
our line.

Ask our representative or  
write us for particulars.

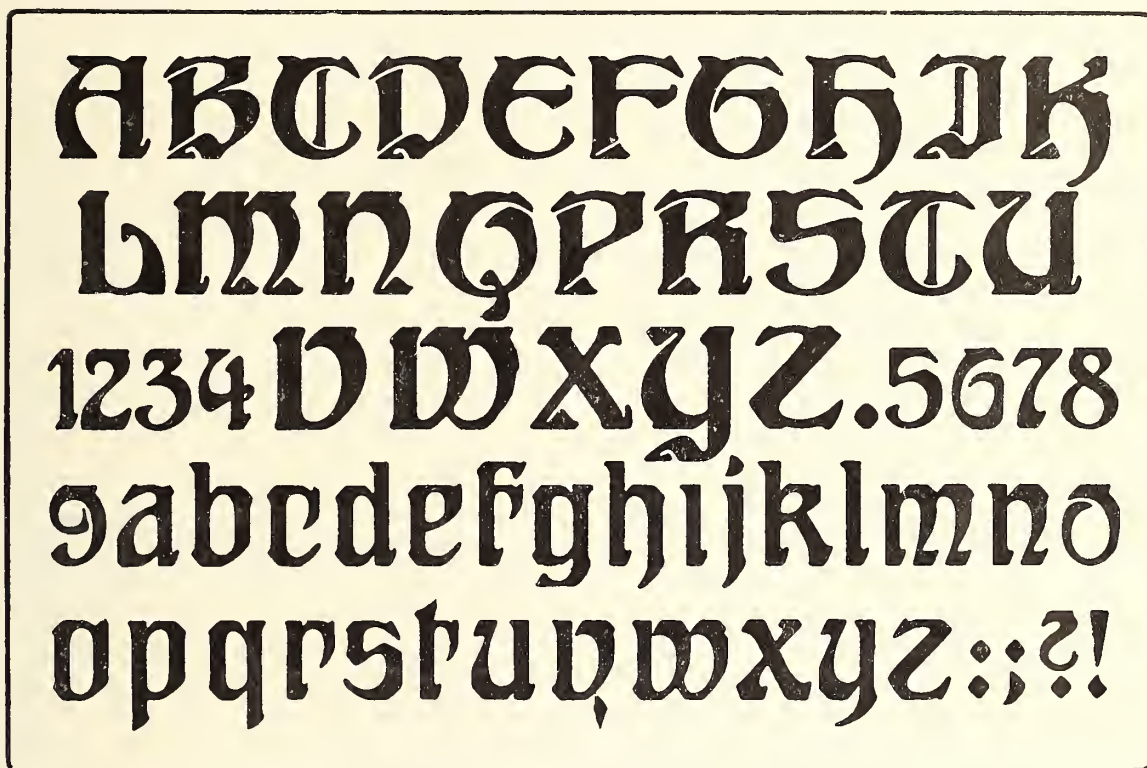
Flexible Splits also in all  
substances.

**A. DAVIS & SON**  
LIMITED  
**KINGSTON - ONTARIO**

For the beginner, single-stroke letters are the easiest to learn. Practice on them and work slowly, striving for protection rather than speed. Take pains—never allow rapidity of execution to hinder good work. You will gradually acquire the necessary speed to give an easy, graceful effect. Make letters plain at first, avoiding all flourishes. Practice will soon give you an easy control of the brush and will inspire confidence. Stick to one style of letter until you have mastered it. Then proceed to the study of others. The writer should ultimately be able to form several different alphabets,

**Master One Alphabet At a Time**

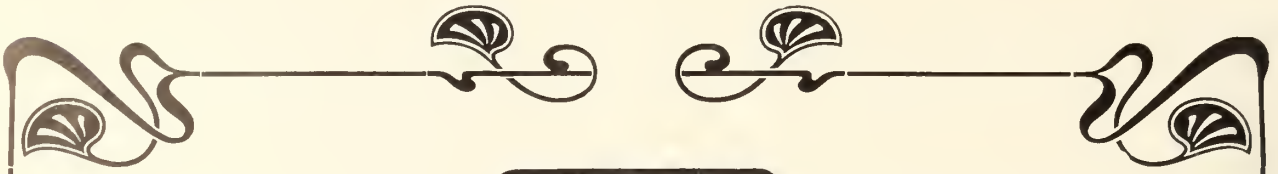
neat and systematic, and, last, but not least, men upon whom their employers may rely. Never send work to a customer unless it is absolutely clean. A dirty, slovenly card, badly trimmed, is a poor advertisement. If a card writer lacks the time to do a really good drawing, it is better to leave illustrated cards severely alone. Unless a man has artistic talent of fairly high order, his time will be employed to better advantage on neatly lettered cards. Illustrations cut from journals and posters and pasted on are often a very acceptable substitute for the real thing. A plain black letter on white card is more effective than richly illuminated cards, unless the illuminating is well done.



Alphabet—An English Suggestion.

without reference to his text-books. Old English, Egyptian, Roman, French Roman and Script are particularly useful alphabets, together with three or four single-stroke alphabets. The latter should be simple and always carefully executed. In using ornamental lettering, great care must be taken. The wisest policy for the beginner is to keep safe hold of some time-honored and familiar form of letter, and to deal with it carefully, venturing only upon such departures from it as in artistic conscience he feels bound to make. The scroll, label and ribbon are devices which have been used with excellent results. The card writer should be able to use them to good effect and balance the appearance of his card. Over-elaboration is a fault of the amateur designer. The successful card writers in the big cities are the men who can make a card rapidly and show a good general effect—men who are

illustrations should always be done in good water colors. Where colored letters are used, great care must be taken to harmonize the colors. Model the show card upon the same principles as those practised in advertising. Just as the ad. man thoughtfully and carefully chooses his headlines, using one with sense that will describe the merchandise—one that will catch and hold the attention—so should the show card writer endeavor to frame his catch phrases. These should not exceed three strong words descriptive of the merchandise or the display. These are followed by a short supplementary reader. An effort is made to choose the words of the headline so that if the remainder of the card is unread (which is improbable if the words are well chosen), they will leave a definite impression upon the mind of the reader.



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



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

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**United Shoe Machinery Co. of Canada**

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



# Get Rich Quick

*Sam Johnson Shows His Partner How to take a Flyer.*

"The retail business is a dead game, Billy," growled Sam Johnson to his partner, as he pulled over a ladder to reach the top shelf to straighten some goods. "Billy" Smith, who was at the desk figuring up the sales of the day previous, never looked up, but a smile flitted across his face as he continued to run up the columns of figures. "A fellow puts in sixteen hours a day, and has to be satisfied if he gets fifteen hundred or two thousand a year out of the slavery to live on," continued Sam, in his grouchiest tone, as he kicked the ladder along the trolley to the next shelf.

"There's lots of worse things than running a retail store, Sam," said his partner, looking up, as he jotted down the column footing, "and money ain't the whole game, either. See the fun you have listening to the travellers' yarns and taking the kinks out of cranky and crooked customers."

"Fun nothin'!" snorted Sam. "Here we've been in this business six years, and have worked like niggers night and day. I've dropped my lodge every other night, and you've gone back in your church work, and what have we got to show for it? It is just as much of a grind to make things go as it was six years ago. If we were only like them suckers down the street and ran fake sales and failed every other year and between times took in all the ball games and the shows that come to town we might be ahead some; but no chance for us."

"Say, Sam, what are you giving us? You know we only put in five hundred apiece when we started, and it was because we were not the kind that take in the ball games and take in our creditors and the public generally that we had the chance to get a good start on our faces. And you know as well as I do, that our stock is all paid; we have had a good living and a little more for the last three years, and the chances are we will own the building in a couple of years from now. What more do you want?"

"But it makes me tired, Billy, to see us slaving away here, just making a little more than headway when Jones, down the street, and Small, around the corner, sport their automobiles and send their wives away in the summer with two or three trunks of fine clothes."

"How do they do it, Sam? You know Jones is a speculator and Small is a grafter, and although they do put on a lot of side they haven't the credit and don't stand as well in the community as we do. They may be making some extra money out of side shows, but they spend all they make as fast as they get it, Sam."

"Oh, yes, Billy, I know you're down on what you call 'gambling,' and you jump on people like Jones, who takes a whirl now and then at wheat or mining stocks, but just the same, I think a fellow's a fool to carry all his eggs in one basket. If all men were like you the world would be full of pluggers. Look at the successful men to-day: they are men who're into lots of what you call side lines. There's Senator Rocks, for instance, he has his pipes out all over the country. He is in banks, railroads, construction companies, insurance and trust concerns, and he works one against the other. There's Jim Thompson we went to school with, and who started in the hardware business the same time we went into this. He could buy us out lock, stock and barrel to-day and never turn a hair. He makes ten times as much outside his business as he does in it. I tell you a man can't get rich to-day in a legitimate business. He has to use his money outside if he wants a decent return from it." And Sam, gave the rag he was dusting with a vicious flick.

"That's all right, Sam, but a man has to make sure he has the brains of Senator Rocks or the nerve of Jim Thompson before he can spread himself or take the flyers they do, and anyway, I think a man can't mind his business and be chasing up stock reports or jumping into the wheat market. There may be some men who could keep two or three balls going at once, but most of us will have the man with three balls on to us if we try the trick."

"Just the same, Billy, I have made up my mind that the one-line man will never be more than a plodder, and I am going to do what your pastor preached the other Sunday, 'cast my bread upon the waters.' I don't intend, of course, to speculate or gamble, such as buying stocks or wheat on margin, but Brown, who goes to the same lodge, says he can put me wise to two or three good things, and I am going to try out a thousand or two of my own money, you understand, on them. Of course, Billy, it will not involve the firm at all, but I thought I would let you know."

"Go ahead, Sammy, my boy, and good luck to you. Of course, as you say, I am a plugger, and these things don't appeal to me; but I don't try to chuck my ideas down other people's necks. I hope you'll make a pot out of the go, and so long as we look after the business here I don't see why we can't do what we like with what we draw out of it, so long as its doesn't interfere with our name or our keeping things on the move."

Sam, who had taken his hat, and was starting home for lunch, at the close of the conversation, was some-

what taken back by the ready acquiescence of his partner, from whom he had expected a little more opposition.

He was half an hour late getting back on account of having to see Brown, and although his partner was somewhat annoyed at the encroachment upon his dinner hour, he said nothing, but hurried off, with a request to Sam to call up the railway freight office and see that a shipment of goods at the station was sent up that afternoon, as a customer was waiting for an article it contained. In a few moments, however, Brown happened in, and it took almost an hour to finish the details with him about the stock deals. In the meantime the railway people were out of mind, and when Smith got back the shipment was where he left it. He held his peace, nevertheless, and looked after the matter himself.

For a day or two Sam went about with the air of a man thoroughly pleased with himself, and also with a little touch of that superiority which "world interests" give to a man in a small sphere. He became an eager reader of the stock markets, and affected an attitude towards his partner that seemed to say, "Now, Billy, why don't you waken up and get into the game?" Altogether, Smith was not displeased, as his partner seemed more contented, and also more alert. One morning he came into the store, his face beaming, and he could hardly settle down to getting his stock into shape. "She's up twenty points, Billy. I'm in a hundred already, and Brown says she will go up fifty inside of two weeks. You bet he's all-wool, that Brown. And you were saying, Billy, that you couldn't see any use in this lodge business. I tell you, Billy, a man's lodge friends are the best he has. I'm going to try and get around oftener. I'm ashamed of myself, the way I've been treating the fellows."

"So Brown steered you into something pretty good, Sam?" ventured Smith, carelessly. "Yes, he found he couldn't get the stock he thought he could, so he let me have some of his own, and then he got a little block of some other stock from his wife's brother that looks as if it was going to be a winner."

"Very good of him Sam, to stand by his lodge friends that way. He's as good as given you a hundred dollars already. If they're all like him there's something in this lodge business, I guess. Is his wife's brother in the lodge, too?"

"Well, he was, but he dropped out some time ago, had a disagreement with the officers," said Sam, cautiously.

"I heard there was some trouble about getting his accounts as treasurer straightened," said Smith. "Well, yes, there was some talk about it, but I understand everything was cleared up. But anyway, that is neither here nor there; he handed me over good stock for my money, and I have nothing further to do with him.

In the next week or two all that Sam Johnson could talk about was stock, and lodge, and sure enough, a few new customers from the lodge began to drop in, and Sam kept rubbing it into his partner about the value of lodge friendships.

About the third week he came into the store one morning with his hat on one side whistling "The Old Grey Bonnet," his favorite air, and picking up the morning paper, glanced over the list of mining shares. "Gee Whittaker, what's this!" said he, as he caught the head of the column announcing a slump in mining stocks in which his particular pets had dropped to about half of what he paid for the shares. When he had grasped the situation he hung up his coat and hat and took refuge in the ladder and dust rag. Sam wasn't talking that day, and all that Smith could get from him was monosyllables.

The stock continued to drop in spite of Sam's claims that it would "recover," and for a month or more he kept side-stepping conversations on the question of outside ways of making money. Brown's wife's brother "lit out" when things got warm, and there was some talk of arresting him for crooked promotion methods. Sam still has the stock, and all Billy has to do to send him to the other end of the store is to suggest Senator Rocks or Jim Thompson as models of business men of many-sided commercial enterprise. From the way he handles the stock and looks after sales, Smith says he thinks Sam believes that the retail business is not such a bad game after all.

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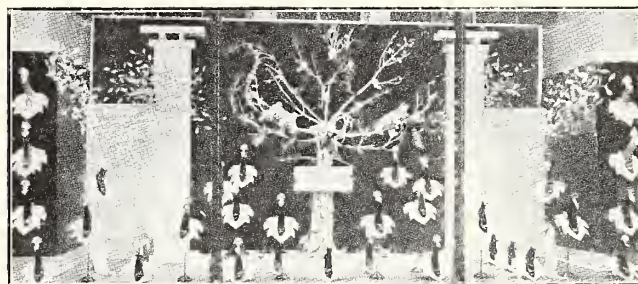
◊ FINE LINES OF SLIPPERS ◊

# Store and Window Display

In these days of scientific commercial methods, and more particularly in the larger cities, the stores must be accredited with a large share in keeping up the holiday spirit. In the country this is somewhat different, particularly with regard to Christmas. Evergreens and decorations are conspicuous in city homes, but for whole-souled enjoyment of the holiday the country probably takes the lead. Preparations are made on a large scale in the home, especially culinary preparations. A great deal of interest also centres around the "Christmas Tree," held in the church. Christmas in the cities, however, would be a rather tame and sordid affair without the entertainment provided by the stores. It is a poor store indeed which does not put up some sort of Christmas trim. The movement is practically unanimous. The fact that it is actuated by money-making motives does not seriously detract from the appreciativeness of the public, while all enjoy the decorations and the blaze of illumination. The store which does not have something suggestive of Christmas in the window looks like "a dead one," in comparison with the others. The departmental and other of the larger stores go still further and gladden the hearts of the juvenile population, and incidentally please the parents and relatives, by store entertainments. These generally hinge on the doings of Santa Claus, who is there in person, and sometimes include the distribution of souvenirs or gifts. The first appearance of Santa Claus in a Toronto departmental store took place as early as Nov. 26th this season. This is good business, and tends to prolong both the Christmas season and the expectations and interest of the children.

Christmas is purely a matter of sentiment with most people. In merchandizing, however, finance and sentiment are closely combined. This should lead the dealer to consider carefully the earliest date at which the Christmas idea and Christmas shopping can be profitably suggested. This may vary with different lines of business, but as a rule the earlier people can be taught to do their shopping the better. This is productive of several advantages to the shop-keeper. It not only prolongs the shopping period, but increases the enthusiasm of the buyer, and helps to do away with crowding during the last few days. Advance trims will be in order for four or five weeks before Christmas, at least. Decorations sug-

gestive of Christmas should also be used inside the store. These, also, are in the nature of advance decorations, and will be changed from time to time as the holiday approaches. The show cards used and also the advertising in the daily papers should give the public no chance to forget that they have their Christmas shopping to do. The manner in which packages are done up may seem a small matter, yet this is one of the little things that count at Christmas time. Every package that leaves the store during December should carry with it some little symbol suggestive of the season. This applies particularly to small packages containing gifts. What are known as "holly boxes," are not expensive and add much to the attractiveness of the gift. These are paper boxes, having holly designs printed on them in colors. For

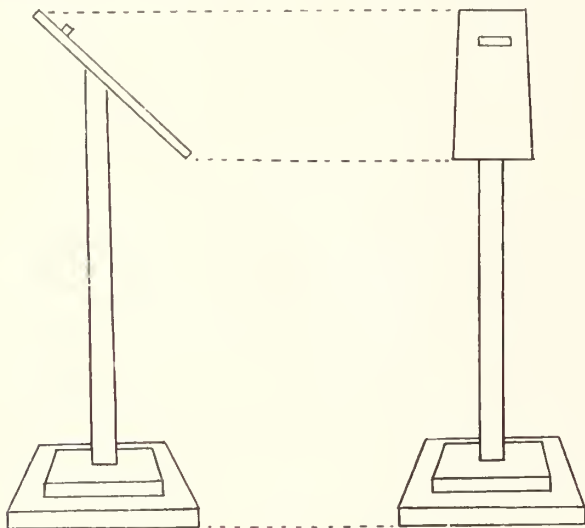


Before Holiday Window Trim

tying them up, "holly tape" is a narrow white tape with holly leaves printed on it. For larger packages holly pasters may be used. These present an attractive appearance in the window. Another store scheme which has worked out well is that of certificates or bonds representing a credit of a certain amount to be taken out in merchandise at the store. There are many people who would like to buy presents for friends and relatives, but who have no idea of what to select. To such persons holiday shopping is a good deal of a trial—they have the money to spend but they do not know what to buy with it. These certificates are becoming more and more popular each year and most of the leading stores use them. The certificates are all gotten up in practically the same form so far as the wording goes, but the manner in which they are printed varies from a plainly printed slip of white paper to elaborately lithographed affairs that resemble bonds or stock certificates. There is no need, however, to go to a lot of expense in getting the certificates printed as their value is not intrinsic but lies in what they represent. Any neatly printed slip of good paper will answer the purpose. The slips should

be numbered and should have spaces for the signature of some member of the firm as a safeguard against possible counterfeiting. Of late years it has become the custom for large commercial concerns to distribute Christmas gifts among their employes. Merchandise certificates are the most practical and satisfactory for this purpose. They are easily bought and always prove acceptable to the recipient. A well gotten up form letter addressed to establishments that are in the habit of remembering their employes at Christmas time should bring results.

The manufacture of wooden fixtures for use in the window is a comparatively easy matter with the possession of a little ingenuity and a little spare time. A spare corner for a small work bench and vise is something which can nearly always be contrived. A few tools and a glue-pot are also essential. The tools should include

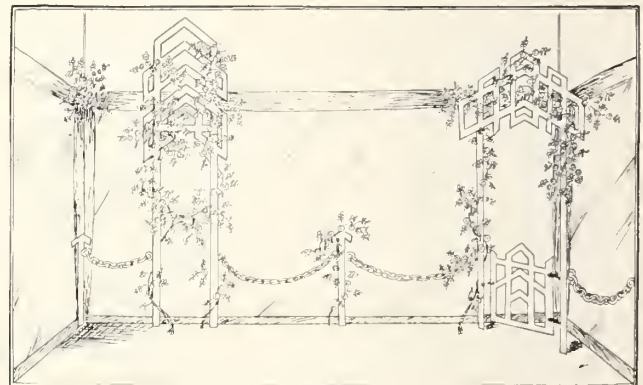


Suggestion of Window Fixture

a plane or two, a fine-toothed saw, a hammer, square, gauge, a couple of chisels, and some sandpaper. A most satisfactory and economical way of making the shoe stand fixtures was furnished the writer by Mr. Alex. Chisholm, of West Toronto. The material, which was quarter-cut oak, was obtained from the mill in strips of a suitable width and thickness for the various parts of the stands. These were delivered planed. The next step was to saw them up into suitable lengths. These pieces were then bevelled around the upper edges, sandpapered and mortised together, the double bottom for the stands being made, of course, by gluing two square pieces together. Those for women's shoes were somewhat lighter. These were made in four sizes, the measurements of the smallest size for women's shoes being  $5 \times 5$  inches, and  $3\frac{1}{2} \times 3\frac{1}{2}$  inches for the base, the upright about a foot in height, while the top was about  $3\frac{1}{2} \times 7$  inches. In the men's fixtures the sizes were  $5\frac{3}{4} \times 5\frac{3}{4}$  inches, and  $4 \times 4$  inches for the two parts of the base. The tops in this line were  $3\frac{1}{2} \times 8$  inches. The uprights were about  $1\frac{1}{2}$  inches on the side. The next opera-

tion would be to fill and stain the desired color, and, lastly, to finish. The finishing, as well as the color, could be made to correspond with the style employed in the interior of the window. This might be a dull or wax finish, or might consist of a coat or two of good varnish. The price, aside from the work involved, was very reasonable indeed, the material for fifty costing just \$6.50, or thirteen cents apiece, ready for finishing. The time used in most cases would not be added to the cost, or would represent a very small addition to this, as the work would be carried out in spare time only.

While originality is always desirable in window dressing, the old traditional idea of Santa Claus amid the surroundings of ice and snow and accompanied by sled and reindeers is always welcomed. This may be introduced in many guises, and is sometimes modernized by replacing the reindeers and sleigh with an auto or an airship or aeroplane, but the central idea remains the same. A clean-cut idea in window dressing makes the strongest appeal to the public. The old-fashioned idea was to use plenty of tinsel and flitter to represent the sparkle of the snow. Cotton batting was also made use of generously. This was considered sufficient for a Christmas window. A neat and clean-cut idea for a Santa Claus window is a structure to represent a booth at the back of the window. This is in the shape of a Norman castle with a battlemented tower at one side and a round tower with a conical roof at the other. In the centre is an opening with a sales counter, along



Seasonable Window Decoration

which are placed a display of goods suitable for presents. The floor of the window is used for the same purpose. Behind the counter is a figure dressed up as Santa Claus. The roof and upper portions of the towers and intervening structure are covered with fire-proofed cotton, cut along the edge to represent icicles. This is sprinkled with powdered mica. A door in the larger tower is supplied with large strap hinges in old-fashioned style. The windows are made of imitation art glass, and should have electric lights placed behind them. The windows of the smaller tower may be arranged to represent the features of a large face. The exterior of the structure is covered with canvas and treated with kalsomine to represent stone work.

# Rubber Footwear

The past month has witnessed quite a move in rubbers owing to the more seasonable weather. The factories have been fairly busy with sorting orders. The wholesalers and jobbers report a satisfactory movement both in light and heavy grades. The open season has had a quieting effect upon the sale of lumbermen's goods, but now that the weather has turned much cooler and snow is plentiful in some sections activity is looked for in the northern camps. This always means increased sales of a stock which dealers are loth to carry over. Just what is in store for the rubber footwear trade no one cares to prognosticate. Still another large concern is getting things into shape and will be a possible bidder for patronage during the coming season. Just how prices will be affected by this addition to the ranks of the manufacturers is a matter of conjecture. There are some who are prepared to push the battle to the gates, and meet any concession that may be offered by going their competitor one better. It would be a lamentable thing, as the JOURNAL has frequently pointed out, for the manufacturers to enter into anything like a war of prices. Let us hope that such a state of affairs may never be brought about by too hasty action, but rather let us anticipate the saner method of the trade getting together and thoroughly discussing the problems which lie immediately before them. In the multitude of counsellors there is wisdom.

There is really nothing of moment to report as far as the crude rubber market is concerned. The low figure reported in our last was but momentary and prices soon rose into fifties, where they have remained for the greater part of the month. It does not look just at the present that the dream of those who prophesied dollar rubber will be realized in the near future at any rate. There are "knowing ones" who see still higher prices, and who are quite confident that the two dollar mark will again be reached before many moons. There may be a certain degree of satisfaction, and undoubtedly there is, to the speculator who is heavily burdened with stocks to talk in that optimistic manner, but current reports do not warrant such an over-sanguine outlook. That there will always be a good demand for anything in the

shape of rubber goes without saying, but there is an ample supply to meet all demands as yet, and new and better methods are from time to time being introduced whereby the rich forests along the Amazon are being made to give up more freely of their apparently unlimited supply. The same is true of the great African rubber tracts, where there is yet stored up enough to supply the world for many decades. The interest in plantation rubber is unabated, and tens of thousands of acres are now under cultivation. Guayule is having the thought of the skilled chemist turned to it, and is fast becoming a factor in the rubber market. The crude rubber situation is a most interesting study, and is commanding the attention of many shrewd far-seeing men of business.

The Toronto Globe of Nov. 12th contained the following item:—"The Independent Rubber Company, with a capital of \$500,000, composed of some of the largest shoe manufacturers in Canada, has been formed, and will shortly begin work at Merritton, where they have taken over a large building formerly used as a woollen mill. Mr. James Robinson, a large dealer of Montreal, who some time ago bought out the business of the Robinson Lindsay Rubber Company here, was in Toronto yesterday closing out the business. Mr. Robinson, who is a Montreal alderman, is largely interested in the Independent Rubber Company. With him are associated the firms of Garside & White, McLaren & Dallas, Toronto; the London Shoe Company, Kilgour-Ramer Company, Winnipeg, and the Amherst Shoe Company, of Amherst, N.S. Work at the new factory in Merritton is expected to begin at once. One of the superintendents of the Maple Leaf Company will direct the management of the Independent Rubber Company.

There has been quite a reversal of feeling taking place in Great Britain towards rubber stock. Since the bottom fell out of the boom, the subject is scarcely mentioned. There are many who were roped in who would like to pull out, if such a thing were possible. A correspondent writes as follows to the India Rubber World:—"Considering the way that the speculating boom has died down among

the public, it is a question whether it is worth while for financial and other papers to go on giving so much space to technical matters which up to this year have only had reference in the accredited organs of the rubber trade. Since the fall in the price of rawrubber commenced, and was at once followed by a fall in share values, public interest has diminished, and now one hardly hears the subject of rubber referred to in the club or the railway train. In some quarters a new boom is confidently predicted when American supplies run out, but whatever may happen in this direction, it is certain that the criticisms levelled at five or six of the new promotions will not be forgotten by investors or even speculators if there should be a revival of rubber promotions. The general position is that whatever dividends may have been paid or are assured the market value of the shares in all the companies has fallen considerably, and this is a position of affairs that the average investor does not appreciate, and he is not always too ready to agree with the opinion of the chairman of his company that the fall in price of rubber is a very great advantage. With regard to this point, it is pretty generally agreed in manufacturing circles that a further drop of a shilling or two per pound will see a large increase in the demand. It have my doubts as to the vast extent of the predicted increased demand, but quite agree that the demand will be largely augmented by the advent of an era of low prices. At the time of writing, when firm, hard Para has fallen below six shillings a pound, quite a panic seems to have possessed shareholders in rubber, and the disposition to realize holdings for what they will fetch has, of course, had the effect of further depreciating share values."

Looking back over the past half century it is really wonderful the great advance which has been made along all lines. Our grandfathers knew nothing of the many inventions and discoveries which bring comfort to their children of to-day. India rubber was a new and wonderful thing in 1847, when the Goodyear India Rubber Glove Manufacturing Company was incorporated. Charles Goodyear's long struggle with poverty and failure in his attempt to make rubber a practical commodity reads like a romance. Success at last crowned his efforts, and in 1844 he obtained his first patent for the process of vulcanizing. The current issue of the *Silver Standard*, the little publication issued by the makers of "1847 Rogers Bros." silver plate, contains an interesting account of Mr. Goodyear's triumph: "The Goodyear India Rubber Glove Manufacturing Company has just been incorporated. Until very lately it was found impossible to prevent the preparation

known as India rubber from melting in summer. Whole warehouses full of India rubber shoes, clothing, etc., have melted into a mass of muck, to the great detriment of the pockets of those who had invested their thousands in the stock of India rubber manufactories. Mr. Charles Goodyear, after patiently devoting seven years to making experiments, has at length discovered the art of divesting the gum of its solubility, and so preparing it as to render it incapable of stiffening in the cold or becoming pliable, except at a very high degree of heat, which were its former characteristics, interfering with its general use for very many purposes to which it is now being applied. It is really astonishing to behold the various uses to which, under his superintendence, it has of late years been applied with complete success. For instance, many of the New York and Liverpool line ships now have sails made of it, which are being preferred to the best Russian duck, as they are not only more pliable and durable, but shed ice like glass. The War Department are purchasing hundreds of thousands of dollars' worth annually for the use of the army in Mexico, in the way of provision bags, pontoon boats, knapsacks, tents, haversacks, water sacks, cartouche boxes, ammunition covers, etc. The shoes, suspenders, mattresses, etc., made of the preparation are extensively used all over the country. Maps and seamen's charts—aye, and bank notes—are printed on it at the North. Harness, trunks, carpet bags, floor cloths, conducting pipes, table and piano covers, etc., of this fabric are coming extensively into use. In fact, it would puzzle one to go into one of their establishments and see the thousands of articles now made of it, for which iron, leather, wood and linen, cotton, silk and wool cloths were formerly wholly employed. The housewives of New England are beginning even to use it for culinary purposes instead of tinware and pot metal. For covering furniture it is fast driving both haircloth and velvet out of use, and really makes more elegant and durable parlor furniture than any other we have ever seen. A little map of the State of Connecticut has been printed on the preparation, which is a kind of felt composed of raw cotton and the gum mixture made into thin sheets somewhat after the fashion in which hatters prepare the bodies of hats. It is made so thin as to be very little heavier than the common silk for dresses, and, as thus prepared, is now used for covering umbrellas, etc. There are nearly fifty factories at work on it already, and in time it is destined to be one of our most valuable branches of manufacturing industry. And the many who earn their daily bread in this industry have Charles Goodyear to thank." Some of these statements sound ridiculous in this era of three-score years later, but the early claims are more than equalled by present-day uses of this wonderful substance.

# Trunk and Leather Goods

The present season is stated to have been an unusually good one, not only for handbags, novelties and other requisites, but for travelling goods of all kinds. The volume of travel has been large, both throughout the Dominion, and as a result of the annual holiday ocean travel to the Old Country. Labor conditions are good at present and there is evidently plenty of money in circulation. The present holiday season should be an excellent one if properly taken advantage of. No up-to-date advertising method should be neglected in the season's campaign. The advertising folder, well printed and neatly illustrated, will be found invaluable. This may vary in size according to the dealer's requirements, but is a most adaptable and effective means of reaching out after more trade. An important point in distributing these is to trust to no haphazard medium. Make sure that the shot hits the mark. A mailing list is one of the effective ways.

The wardrobe trunk, formerly looked upon as a mere novelty, has now become a standard article in the travelling goods trade, and marks an important step forward in the combination of utility with convenience. Other devices along this line have been included from time to time. Among the

## A Novelty in Trunks



Couch Trunk

latter are the various interior devices for making easier the operations of packing and unpacking, the protection of articles which would be injured by crushing or crowding together. The fitted suit case and the numerous articles of comfort and convenience for travellers. An idea which may appeal to travellers

under certain conditions is that of the couch trunk, particularly when this is designed so as not to interfere with the ordinary purposes to which a trunk is required to be put. The couch trunk differs but little in appearance from any other trunk when closed. The lid is hinged to the side instead of to the back. Legs that fold out of the way drop from the end of the lid, which, thus supported, provides the means for reclining comfortably at full length. There is also a device for supporting the lid at an angle if it desired to use the trunk as a seat. This gives somewhat the same result as a Morris chair. Practically no space is lost in the trunk and the additional cost over the ordinary article is slight. This trunk will appeal more particularly to travellers who may have to "rough it," and who may be at a distance from hotel and other travelling facilities.

The old adage "Nothing like leather" will, it is safe to say, hold good for many years to come. In spite of the innumerable attempts that have been made to produce material possessing equal or better properties of durability and wear, leather

## About Artificial Leather

still holds its own in practically all the branches of industry in which it is employed. It is, indeed, a matter for some wonder what has become of the scores of artificial leathers and so-called leather substitutes which have made their appearance at one time and another. Not infrequently they have been brought before public notice with much confidence by their respective originators, but the subsequent appraisal of their worth has found them wanting and they have ultimately passed into the limbo of things useless and forgotten. Leather substitutes there are in plenty on the market at the present day, and some of them certainly possess merit, being scarcely distinguishable from the real article in their appearance and their toughness. While, however, they may be admirably adapted to the manufacture of such things as purses, pocket-cases, fancy bags, and for book-binding, etc., when it comes to making a set of harness or soleing boots—putting brown paper out of the question—not all the substitutes existing rolled into one can, it is not one to presume, take the place of soundly tanned leather. Of course one would hardly include imitation leathers, of which there are many varieties, in the same category as artificial leathers, although it is not always easy to strictly define the difference. There have been great developments of late years in the making of materials of the former description,

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which are of considerably utility for such purposes as the upholstering of furniture and motor and carriage bodies, while they are also used to some extent in the making of a cheaper class of travelling requisites. Reverting to the subject of artificial leathers, it is quite interesting to review some of the efforts which have been made at various times to discover a substance which would prove a worthy rival to leather. Many persons have set their inventive faculties to work on this question, and the results, in not a few cases, have been decidedly peculiar. One has only to glance through the patent records to find plenty of evidence bearing out this statement, remarks a leather expert. When the heterogeneous variety of substances which have been employed by some of the inventors in the endeavor to attain success in this direction is noted, one cannot help wondering what kind of material was produced. By way of illustration a few such instances are here cited. In 1845 one inventor was granted a patent for an idea which he had of producing a material to take the place of leather in the manufacture of bags, trunks, etc. Its principal constituents were shavings and leather reduced to pulp; to make the material hard and compact there required to be mixed with the pulp tan: gluten, resin, alum and blood; to make it pliable there was to be added the residue of cotton or wool, oakum, old waste paper, farina of potato, clay, animal excrements, and dust of hemp or flax—truly a strange conglomeration. The sheets made from these mixtures were coated with glue and afterwards with fish oil. Another peculiar idea came to light in 1855, the substitute in this case taking the form of a combination of sawdust and albumen extracted from eggs or blood. The sawdust might be mixed with vegetable, mineral, or metallic powders, and the albumen with any glutinous substance. In another patent a leather substitute which, it was stated, might be used for making boots and shoes, saddlery, and other leather goods, consisted of a mixture of powdered alum, sulphate of iron, cyanuret of lead and cyanuret of manganese, dissolved in water, with the addition of soap, made of seal oil and potash, linseed oil boiled until it became thick, sulphur, tar, and a small portion of nitric acid. After "evaporating to the degree of solidity required," this compound was to be applied to strong fabric—linen, cotton, etc.—several layers of which constituted "artificial leather." The man who evolved anything approaching leather from the recipe above must truly have been a genius. In a later patent we find that the residue of waste of cerks, ground into powder, and mixed with caoutchouc, gutta-percha, resin, tar, boiled leather, papier-mache, kaolin, and felspar, might be utilized in the making of a substance which would take the place of leather for such purposes as book-binding, whip-lashes, furniture upholstering, etc. An idea for a leather substitute which, the inventor claimed, could be used for soleing boots and shoes, and making trunks, harness, etc., was embodied in a patent taken out in 1858. It was

produced by saturating and coating the fabric of cotton or other substance with a compound of linseed oil and burnt umber, and, after having gone through various processes or rolling, etc., it was ready for use. A later inventor had a notion that artificial leather might be produced by impregnating a woven or felted fabric with a solution of the representatives of the constituents of leather, viz., glue, grease, and terra japonica, the material being made insoluble in water by passing through a solution of alum. A substitute for heavy leather was the object aimed at by another inventor in 1858, this taking the form of a compound of india-rubber, tar, powdered chalk, hemp, and sulphur, which after being thoroughly mixed up, had to be cut into the shapes of what was required—say har-





A forecast by *The Montreal Daily Star*.

ness or belting—and these were then put in a steam chamber and subjected to great pressure. Some years later another person sought to utilize common seaweed, reduced to a powder or paste and incorporated with the following ingredients; gums, gum resins, India-rubber, gutta-percha, resin, bituminous substances, paraffin and oil or fatty substances, fibrous materials, the silicates of potash and soda, pulverized chalk, talc and other earthly matters, metallic oxides, gelatine, farina, alum, tungstic acid, powdered charcoal, and other analogous substances. After being well mixed the mass went through a rolling process and might then be used for several purposes for which leather was usually employed. These are only a few of the more remarkable attempts to find a substitute for leather, but, in spite of the inventive faculties which seem to have been set working to create the ideas, in no case does the object in view appear to have been attained. To the present day efforts are still being made to produce a cheap yet reliable material that can be utilized in place of, more particularly, heavy leather. The advanced cost of leather is an additional incentive to increased endeavor in this direction, but, although, a great deal of ingenuity is no doubt applied to the subject, it seems that the problem has yet to be solved.



A FEW  
INSIDE FACTS  
ABOUT  
EYELETS

**B**ETWEEN 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 nickel 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 these 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  trade mark—no Fast Color.

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# Leather and Findings

The hide market has been somewhat quiet and featureless during the month. Prices have been

## Hide Conditions

slightly easier, but the better class of hides have held firm. The tanners who require the best stock procurable for certain brands of leather, have been buying a little more freely, but on the whole there is a holding back for cheaper prices. The quality of hides at this season is of the best, but the receipts are light. As the holiday season approaches, the kill is greater, and the receipt of hides larger. Whilst there is a good deal of speculation as to lower prices, there is really no ground for such a thing being realized. Prices are now on a pretty low level, and should advance rather than recede.

The leather business has continued excellent throughout the month. The sales reported are most satisfactory, and prices on the whole

## Leather

have held firm with a strengthening tendency manifested in several grades. The export trade has not shown the strength that was anticipated, but nevertheless, there are encouraging features. The manufacturers of boots and shoes have been placing some fairly large orders, which have brought up the sales of the month to a good average. Sole leather in all weights has been selling well, with the greater call, of course, for the light and medium weights. Patent leather has come to stay, notwithstanding the protests of a few that a patent could never be produced that would not crack, and consequently the demand would cease. There are patents now being manufactured, however, that are practically unbreakable and pliable, and are standing the severest tests. Colored leather is still selling in large quantities, and is as popular as ever for boots and shoes. All fancy leathers have a fairly good sale in all shades and at unchanged prices. The north-

western trade has kept up remarkably well, and tons of the best leathers are being constantly shipped into the territories. The general outlook for the leather trade was never more promising, and the tanners anticipate an increased trade all along the line.

Trade has been looking up a bit of late, but the precipitation of a general election is not very favor-

## English Conditions

ably regarded, as it invariably interferes very seriously with business generally. As far as the leather trade is concerned, a recent Bermondsey report put it as follows:—"The general trade in this centre has shown some slight improvement since last reporting. At the same time the volume of business passing is below the normal for the time of year. In many quarters the opinion is expressed that, with the season now so far advanced without any material improvement in trade occurring, there is not likely to be any marked change this side of Christmas. The comparative firmness of the market, which was brought home to buyers during the Fair week, should help matters somewhat. There is little doubt that many consumers expected to see a distinct falling away in prices at the Fair. Those who entertained expectations such as these showed that they had gone wide of the mark in forming their conclusions as to the position of the market. The fact that prices generally were firmly maintained at their recent level, in spite of the efforts of buyers to get them lower, has been productive of more confidence, and has convinced many who were in doubt of the stability of leather values. This is a good result, and its influence in the way of increased enquiries is being felt in many directions. Boot manufacturers' orders for next season's trade are, without doubt, later this year than usual—later, in fact, than they have been for some time



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past—and it is more than probable that this is the chief reason for the slackness which is generally reported. As soon as the orders for boots for the coming season's requirements are fixed up a brisk demand for leather is likely to set in which, it is more than probable, will firm up prices all round. Business in the leather trade has, unfortunately, been adversely affected in various ways this autumn. The disputes which have recently occurred in so many industrial districts have not helped matters, and the crop of financial troubles of a few weeks ago exercised an unsettling influence on the market. The latest disturbing factor is the probability of another political conflict in the shape of a general election before Christmas. A great deal of business time is devoted to politics during a general election, and trade is more or less interrupted in consequence. Leather men have certainly not had much to thank the fates for lately."

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### BOX-HIDE.

By Ferdinand Kohl.

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Box-hide, which was first manufactured as an imitation of box-calf, because of its greater durability and equal flexibility and appearance, has become rather a substitute than an imitation. The two main requirements for the manufacture of this class of leather are, a clear knowledge of the various processes in the manufacture, and what is of equal importance, a careful selection of the raw material. Hides weighing about 50 to 52 lbs. are best employed.

In the first place, so as to thoroughly free from salt and dirt, the hides are well washed in the wash-wheel for two days, and are then suspended in a lime liquor, which is kept in motion, and which is strengthened from time to time, by the addition of lime and sodium sulphide. After four or five days the hides are unhaired, scudded with a blunt knife or by machine (injury to the grain under all circumstances must be avoided), and rounded. The hides are split on the band-knife splitting machine, and then drummed 15 to 20 minutes in luke-warm water, which will remove the greater part of the lime. The hides are "set-out" and delimed (kept in motion) by the use of lactic or hydrochloric acid, not exceeding a strength of one per cent. on the "wet-weight." When the

goods are delimed, they are allowed to drain, and the "pelt-weight" ascertained, after which they remain in clean water overnight.

Tannage can take place by either the one-bath or the two-bath process. In the former process, the tanning agent is the ready formed chrome oxide, whilst in the latter this is formed actually in the hide.

The one-bath method is simpler and easier to manipulate, and necessitates the use of either some ready prepared chrome liquor, or some such salt as chrome alum which is dissolved in water and rendered basic. The tannage is conducted in drums in not too strong liquors and under suitable conditions, takes from five to ten hours.

In the two-bath system, the hides are drummed for one-hour in a solution of two per cent. potassium bichromate and one per cent. hydrochloric acid in 20 litres of water (per 100 lbs. pelt), and then for a further four to five hours in a solution double this strength. The hides when cut should now show a yellow color throughout, and they are then hung over a "horse" grain to grain and without folds, and left in as dark a room as possible till ready for reduction, which is carried out as follows: A solution of three kilos of hypo. and one kilo of hydrochloric acid in 100 litres of water, the whole cooled to 18 deg. C., is most suitable. The best way, however, of carrying out the reduction, is to prepare the solutions of hypo. and hydrochloric acid separately, and to run these through the hollow axle into the drum and let them mix there. The drum should be kept in motion the whole time at a speed of about 18 revolutions a minute, and the hides are agitated in the liquor for about six hours. When reduction is complete the hides are rinsed for half-hour in tepid water, and upon cutting, should show throughout a greenish blue color.

The hides are "set out" either by machine or by hand, and are kept in motion for one hour, in a two per cent. borax solution after which they should not show an acid reaction to litmus paper. Dyeing follows, and is best carried out with leather black J.E. extra conc. The neutralized leather is introduced into a drum containing 100 litres of water at 55 deg. C., and through the axle; 800 grs. of leather black J.E. extra conc (Cassedla) dissolved in 25 litres of water is added. After quarter-hour's drumming 400 grs. of log-wood extract dissolved in 25 litres of water is added and the drumming continued a further half-

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hour. The foregoing quantities are for 100 kilos of leather. For fatliquoring a neutral fatliquor should be used, and after the process the goods are "set out" and lightly but evenly smeared with a mixture of equal parts of glycerine and water and nailed out to dry in a cool room. The goods are allowed to remain in damp sawdust for 24 hours, staked by machine and again dried out. Before glazing the grain is "cleared" with a mixture of one part lactic acid in ten parts water, and the goods redried.

The "season" for glazing is prepared as follows: to a bucketful of good logwood infusion two or three litres of fresh ox-blood is added and 100 grs. of egg-albumen previously dissolved in one litre of cold water, and the whole is colored by the addition of 150 to 200 grs. Nerapin B.R. dissolved in three litres of water. The addition of 30 grs. of carbolic acid will preserve the mixture. The "season" is applied thinly and evenly, by means of a sponge, and after drying the leather is glazed by machine. This glazing is repeated and the hides boarded, reglazed and reboarded, and the grain side very lightly oiled.

By this treatment a soft, pliable leather is obtained, with a good black color and finish. The most important factor in the production of this leather is the value of practical experience.

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#### A NEW FRENCH PROCESS FOR MINERAL OR VEGETO-MINERAL TANNING OF HARD LEATHERS.

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The success that has been obtained during the last fifteen years by rapid and economical tanning with tannic extracts has detracted somewhat from the interest in mineral tannage of skins for soles, belting and other industrial uses, as Knapp proposed in his investigations. At the present time the only leathers tanned with mineral salts are those intended to be stuffed with grease and used for their suppleness, such as Hungarian, chrome, or the small skins treated with tannin, alum and grease.

It seems opportune to take up again the question of mineral tannage for heavy hides, both for the sake of the lower cost possible and in view of the early exhaustion of the sources of supply which furnish the tannin required for vegetable tannage.

The first question to be solved is: How is it that the mixture of alum and salt, which gives such good results in supple leathers, is no good for producing hard leather? A parallel examination of vegetable and mineral tannages will enlighten us in this regard.

In the mineral tannage with salt and alum, we cannot succeed, without the aid of greases, in fixing more than 7 per cent. of the weight of the dry leather, of the mineral materials used; while with vegetable tannage we can introduce and fix in the leather from

25 to 40 per cent., and even more of tannin. That is, in the vegetable tannage there is no co-relation between the chemical functions of the skin and the quantity of tanning matter that may be fixed in it. The tannin encrusts itself in the fibres of the skin through reactions that are independent of the fibre, either because the fermentations which take place give rise to products that are more carbonated and less soluble than the tannin, or the liberation of vegetable acids which combine with bases present in the liquor tends to a basic reaction of the liquor which causes oxidation and precipitation of the tannin; or again there may be other obscure causes which come into action.

It can be readily understood then, that alum and salt, which can only add 7 per cent. of assimilable matter to the fibre, cannot give the leather those qualities of resistance, impermeability and even of imputrescibility which are obtained with tannin that adds from 25 to 40 per cent. of matter encrusted in the cells.

This explanation is necessary to show why the technique of the present mineral tannage as now applied to supple leathers is not applicable to the production of hard leather such as sole and belting leather, and other uses where much resistance is required; and it shows that a leather of good resistance can only be obtained by filling the fibres under conditions similar to those which obtain in vegetable tannage.

When Knapp attempted to utilize the mineral tannage by employing mineral soaps, he was aiming at this result, but he neglected to take account of the softening action of the fatty acids on the fibre and the injurious effect of salts of iron on organic matter.

This new process, which realizes the conditions of the problem by permitting the localizing in the fibre of the leather of up to 35 per cent. of its weight, and perhaps more, of suitable fixed and insoluble mineral matter, takes notable advantage of the reaction produced by fixed acid aluminum salts upon salts of the same metal resulting from volatile acids. The mixture of these two classes of salts produces, either by contact, by concentration, or by spontaneous evaporation, the liberation of the volatile acid and the formation of an insoluble sub-salt, in such a way that all the soluble elements present become insoluble. If the green hides are treated directly with the re-agents indicated a strong plumping is produced; but a good industrial results is obtained by first giving them a light vegetable tanning which may be as rapid as desired, and afterwards subjecting the skins to the mineral tannage as explained.

The technique of the process is as follows: The tan liquor, which may be called the "mineral tan extract," is first prepared. In 800 kilograms of water 330 kilos of dry neutral sulphate of aluminium are dis-

## QUEBEC NOTES.

solved. This solution, called the "fixed solution," shows 24 degrees Baume, and should not give any reaction of iron on tannin; and all other solutions mentioned later should be in the same condition. To 100 kilos of this fixed solution 12 kilos of dry sulphite of aluminum and 40 kilos of water are added; or may be 120 kilos of pyrolignite of aluminum at 12 degrees Baume, or 60 kilos of a solution of chloride of aluminum at 20 degrees Baume. Either of these mixtures constitutes the mineral tanning extract, and should indicate from 18 to 20 degrees Baume.

Following is the mode of application: The hides, which have been lightly tanned in a vegetable liquor, are rinsed, dried and brought into "humor." For 40 hides weighing about 600 kilos supposed weight of the dry skins, 220 kilos of the mineral extract is heated to 122 degrees F., is put into a drum furnished with pegs on the inside, a turn or two given and the hides put in and turned for about three hours. When the hides have absorbed all the liquor they are taken out and placed in a pile over night; they may be rinsed if thought necessary, then dried and are ready for finishing as usual.

Leather prepared in this way has a remarkably fine appearance; does not blacken when beaten, nor discharge when soaked for shoemaking. It has a desirable white color when scraped and is more waterproof than vegetable tanned leather.—Le Cuir.

At a recent meeting of The Quebec Boot and Shoe Manufacturers' Association, some members protested against the article, "More Trouble in the Shoe Trade," which was reproduced in the Shoe and Leather Journal from The Quebec Daily Telegraph. In their protest, these manufacturers said that it was not in the interest of the general trade to give such publicity to local events, which were, in fact, greatly exaggerated. The same protest had been made when The Soleil and The Telegraph first published this interview about the shoe industry.

M. J. A. Scott, the well-known leather dealer of St. Valier street, is at present visiting Europe.

Max Clement and Son have opened their new tannery on Ste. Helene Street.

L. Borne and Co., manufacturers of leathers, are now occupying a large and very nice office and sample room on St. Valier Street. The extensive business of these manufacturers has necessitated these changes.

At its last meeting the Conciliation Committee moved a vote of condolence to Mr. John Ritchie and his family on the occasion of the death of his daughter, Mrs. George Rooney, which happened at the beginning of November.

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# The Jolly Man's Page

A rather seedy-looking man hurried excitedly from the rear coach into the one ahead. "Has any one got any whisky?" he shrilly inquired. "A lady back there has fainted."

Half a dozen flasks were offered instantly. Seizing one, he looked at it critically, uncorked it, put it to his lips, and took a long lingering pull.

"Ah!" he exclaimed, with gusto, "I feel better now. Seeing a woman faint always did upset me."

\* \* \*

"I think you said, 'Rastus, that you had a brother in the mining business in the West?'"

"Yeh, boss, that's right."

"What kind of mining—gold mining, silver mining, copper mining?"

"No, sah, none o' those; kalsomining."

\* \* \*

There was a little girl,

And she had a little curl

Right in the middle of her forehead.

She wore it to a dance,

Where the blamed thing dropped  
by chance,

And the language that she thought was  
simply horrid.

\* \* \*

Teacher—"What is a suffragette, Willie?"

Willie—"A being who has ceased to be a lady and is no gentleman."

\* \* \*

Old lady (turning to neighbor during last act of tragedy)—Eh, Mister, but them 'Amlets 'ad a deal o' trouble in their family!—Punch.

\* \* \*

If you have a word of cheer  
That may light the pathway drear  
Of a brother pilgrim here,  
Let him know.

Show him you appreciate  
What he does, and do not wait  
Till the heavy hand of Fate  
Lays him low.

If your heart contains a thought  
That will brighter make his lot,  
Then, in mercy, hide it not;  
Tell him so.

Young Man (nervously)—"There's something about—er—your daughter—"

Crusty Pa—"Yes, there is. I have noticed it myself. It comes every night about eight o'clock and doesn't get away until about eleven. One of these nights I am going to kick it into the street and see what it is made of."

\* \* \*

A Hamilton woman whose husband had been dead some years, went to a medium, who produced the spirit of her dead husband.

"My dear John," said the widow to the spirit, "are you happy now?"

"I am very happy," John replied.

"Happier than you were on earth with me?" she asked.

"Yes," was the answer; "I am far happier than I was on earth with you."

"Tell me, John, what is it like in heaven?"

"Heaven!" said John. "I'm not in heaven."

\* \* \*

The way is long, the tea is cold; the bard is fat and growing old. But what the dickens if I am? I do not care a Hepsidam. I sit and turn the bard machine, and biff Dull Care upon the bean. I do not rhyme or reason why, but soak Affliction in the eye. O, yodel forth a yip of cheer, and hook a left to Sorrow's ear! O, skip and dance and toss your hats, and hammer Grief upon the slats! O, mop the swiftly falling tear, and join me in a song of cheer. Bang Melancholy on the snout and knock Old Tribulation out.

\* \* \*

If a little act of kindness  
Gave you courage when you thought  
All the world was cold and selfish,  
Live the lesson that it taught.  
Give a helping hand to others;  
As you needed, they may need.  
Every life is made the better  
By a generous kindly deed.

'Tis the little things that daily  
Make your life a joy or woe.  
Do the little things then bravely;  
Fill the minutes ere they go.  
With a smile or word of comfort  
Or a kindly act, though small.  
'Tis the little things that really  
Are the greatest after all.

# On the Road

## THE TRAVELLER.

The life of the travelling man is not altogether an unenviable one. True, there are hardship and privations to be reckoned with, but then there is the bright side.

If you were to take the trip with the average "drummer," you would find that there are many oases encountered in the meanderings of the "Knight of the Grip."

He is invariably welcomed as "hail fellow, well met." It is the exception where he receives a cold reception, even though the customer may not be needing anything at the time of his call.

His wisdom is undisputed, and questions that have kept communities in a state of agitation for weeks are quietly settled by his dictum.

He knows all about the politics of the country, and yet is politician enough to agree with everybody and thus maintain an unbroken circle of friends. He never embraces Liberalism nor eschews Conservatism. As a politician he is beautifully poised, and descends on the side of the fence where the immediate orders are. It is just as easy for him to gather those on the other side of the fence. He does not allow one to clash with the other. "One at a time, gentlemen, and you will all be served," is his motto. All party coons look alike to him.

He is a great student of physiognomy and understands men. He allows the sleeping lion to rest, while he sells goods. That's his business. He could stir up the hornets' nest of venom that sometimes lurks in his customer, but he always chooses the quieter method. He believes that you can catch more flies with sugar than vinegar.

The traveller too, is a great philosopher. He discourses on the deep things of life with an ease which stamps him as a man of great mental calibre. The sages of old have nothing on the "Man of the Road" of to-day.

Then, again, he is a great theologian. But with all his knowledge, he never grows dogmatic or arrogant. He is most liberal in his tenets and most scrupulously avoids anything like controversy. You seldom hear him say much about religion, for that is one of the few things which he carries "in his wife's name." He prefers rather to live his religion than to talk it. This is a very praiseworthy trait about the traveller. He is more often seen with an order book than a bible under his arm. He abhors outward show, but believes thoroughly in inward culture. His business is not his creed, but his creed enters into his business.

The traveller is a man of deep feeling and sympathy. His customers confide in him. They pour their business heart aches into his ear and he tenderly prescribes the panacea that heals the smart.

He is not infrequently invited to the home in the evening. The home is his forte. He fondles the baby and blarnies the Miss. He is an ideal entertainer and the best of company.

The traveller is a man of many parts. He discusses with the fathers and disports with the sons. He makes friends of all, from the King on the throne to the humblest subject of the realm.

A live, up-to-date, well-informed traveller is one of the best assets that any firm can possess, and deserves at their hands the highest consideration.

## COMMERCIAL TRAVELLERS' ASSOCIATION.

At the general meeting of the Commercial Travellers' Association in St. George's Hall on the evening of Nov. 12th., Mr. W. H. Scott gave notice of putting in a motion regarding hotel accommodation throughout the Province and the responsibility of the Government therefor, which will in all probability be thoroughly thrashed out at the annual meeting of the association to be held during the last week of December.

Mr. Scott wishes to have the association at that meeting instruct its board for 1910 to urgently press upon the Ontario Government in the interests of the travelling public the need of inspection and regulation of all hotels in places where local option by-laws have been adopted. He also desires the board to have the Government recognize its responsibility to the travelling public in permitting municipalities to pass local option by-laws without at the same time making provision for hotels to be under public inspection and control. In this later connection he would have the Government understand it as a duty to assume direct control of all hotels, to supply the public with meals and board or to enact that all municipalities passing local option by-laws shall assume the responsibility of inspection and control of all houses for the accommodation of the public.

The Ontario Government, Mr. Scott says, in the past has recognized the necessity for providing hotel accommodation to the public by making compulsory the inspection and regulation of all places to which a license to sell intoxicating beverages had been issued. Since 1904, however, the traveller adds, some 265 local option by-laws have been passed. The passing of these by-laws removed the hotels in these municipalities from Government inspection and control. And as neither the Government nor municipality in these cases will assume responsibility, he thinks the board should take the matter up with the Government to secure a definite pronouncement.

Candidates were nominated for the various offices, and the result of the ballot will be made known at the annual meeting of the Association on Dec. 29th.

## BRITISH SHOES IN AMERICA.

We have already shown what brilliant prospects exist both in the United States and Canada for the sale of British-made boots and shoes. We have also pointed out how that, in order to ensure success, the American style must be followed, and that all attempts to ram our own notions as to fashions down the necks of trans-Atlantic buyers must be abandoned. But, before passing on to that most important subject, "How to obtain the trade and how to do it," we think it necessary to make a few remarks upon the need for flexible footwear. The English and American ideas of a solid boot are wonderfully wide apart. To prove this, one has only to see an English buyer, when examining a shoe, try, like some Titanic lunatic, to put his thumb through the sole, and then watch his American confrere turn up the toe and forepart to see how flexible the sole is, and then look at its possibilities as a saleable and consequently a profit-producing article. The British buyer's ideas of a shoe are its amount of firmness of material, its durability, and its cheapness. There are extremes in both cases. The American maker will starve his innersole for flexibility, and even though he may use, as he frequently does, a split innersole in a good boot, he will score it nearly through from side to side and ruin the foundation of his own not too well lasted or too carefully sewn and stitched production. The extremes in our case are a stout, stiff innersole and a relatively stout, hard-wearing but unyielding sole, so that the boot when first worn, needs more or less breaking in before it is comfortable. The American article is in consequence, never water-resisting, it is not wear-resisting, but it is nevertheless always comfortable on fine days, but a danger to health and a harbinger of cold and sickness on a wet one. The ideal to be reached lies, therefore, in presenting a boot which combines the maximum of flexibility with a reasonable amount of durability. The American does not want his shoes for ever. He realizes that an old, sweat-sodden boot is an unsanitary article of dress; the old-fashioned Britisher regards it more in the light of a treasure. There are some who argue that flexibility and durability do not go together. We heard this same arguments about the pneumatic tire, but we have firms to-day who are giving the purchaser a shoe which is comfortable and pliable from the first day it is put on, and which gives as much wear as, or even more than, any reasonable-minded individual ought to expect. If some can do this, why not others.

The sale of boots and shoes is effected much the same way in Canada and the United States as in Great Britain. There are manufacturers who cater wholly for the jobbing or factory trade, and there are others who serve only the departmental stores and the large retailers. There are others who pose

as jobbers who are really manufacturers, carrying big stocks and marketing fully 90 per cent. of their own productions; buying the remaining ten per cent. The jobbing houses and the manufacturing concerns are curiously interlinked, it being frequently the case for the jobber to back the maker or the maker to back the jobber. Thus there are really few independent jobbers, and the Britisher who wants to do the wholesale trade has, especially in the case of the United States, to be careful in selecting a house before handing over any agency embodying restrictions as to opposition sales within prescribed areas. There, as here, the trade of the jobber is confined to lower-grade lines than those sold direct to the stores and to the retailers. But, on the whole, the factoring trade of Canada and America is on a higher grade than in this country. We are speaking not of special firms here, but citing the general rule. We have in mind one firm in New England that turns over a million and a quarter pounds a year in shoes, covering a range of goods varying in price for men's from \$1.50, (i.e., 6s. 3d.) to \$4.00, or 16s. 8d., the bulk of the trade averaging \$2.25 to \$2.50 for men's, with an average price of \$2.00 for women's goods. Other houses range below this figure, but not many above. The conditions change as we go westward, where both prices and profits are higher. With the exception of such cities in the Eastern States of America as Boston, New York and Philadelphia, prices and qualities are lower, and trade is much more keenly competed for than out West. In these cities there are many fine shops and departmental stores carrying a high grade of goods which retail from \$6.00 to \$8.00, whilst in some parts of New York \$10.00 will be the price of shoes which are no better than those sold here at a guinea or 25 shillings. In Quebec and Montreal, prices and qualities are on a lower scale, and are lowest in Quebec. They rise a point or so in Montreal, and yet another in Toronto. In Winnipeg there is again a marked increase, and we are assured that in Vancouver very high values are obtained. A jobbing trade is, of course, a most comfortable one for an exporter to cultivate, since his orders come from few quarters and in large batches, whilst the wholesaler has to undertake all the details attending distribution, together with the risk. However, there are so many large departmental stores with immense shoe departments that the trade of half a dozen of these would be worth as much as the entire trade of some wholesalers in this country, and more. Indeed, we might go further and say that it would not be difficult to group up a few large retailers in each city whose combined orders would be larger than those doled out by some of our multiple concerns. Now, those of our readers who have not yet opened accounts across the Atlantic, and who are anxious to do so, are naturally anxious to know how to get a footing. They may be reminded that the first orders were obtained by advertisements

in the Journal, and that other openings are being made by the same means. Moral—Advertise. More than this is, however, needed. Good advertising should be backed up by personal representation. It is not to be expected that the buyers will in every case take the trouble to cross the Atlantic and interview the seller. Enterprising as they are, they are not all enterprising enough for that. The seller must seek the buyer—must call upon him and show his productions. He will have no trouble in this respect. He can get a show anywhere, and be treated with the greatest courtesy. There is, fortunately, no British shoe-buying snobbery, either in Canada or in America. In those instances where British manufacturers cannot send out their own representatives or go themselves, the business can be obtained by groups of non-competing firms engaging a representative salesman and pooling the costs, which would not be great. We are prepared to assist in forming such groups and finding good and reliable agents. The terms common in the States are two per cent, at thirty days from date of invoice; but as no buyer ought to be expected to pay for goods before he has had a sight of them and found that he can rely upon the producers sending in bulk equal to order and to sample, the first accounts must necessarily be on a basis of sixty days net from date of shipment—that is to say, the cash will be in London within two months from the goods leaving the factory. These latter terms will not hold for long, since the American buyer will soon learn that British bulk goods are invariably better than British samples, and he will not be slow to take his discount. It cannot, of course, be expected that all who attempt the trade will succeed, but we do affirm that no house can make the endeavor without in some way improving its output, and this in itself must result in an established gain in the home market.—*Boot and Shoe Trades Journal.*

In England, when you board your train, your baggage (or luggage) is put in a van forward of your compartment. You get no check for it. When you reach your destination your trunk and valise are piled out on the landing—if your name is Smith, your traps will be in a pile sorted out

English Bag-  
gage System



"WHERE QUALITY COUNTS. WE WIN"



THE  
SHOE  
WITH THIS  
BRAND-ON  
HAS MERITS TO STAND ON

under the letter "S." if your name be Jones, under the letter "J." You identify your own baggage, pay a trifle to a porter, who carts it to where your taxi or hansom is waiting, and you drive away, all your belongings with you. Even at so busy a place as Waterloo Station or Charing Cross you may only be detained ten minutes before you can drive off to your hotel or your home, trunk, suitcase, and parcels stowed about you in the vehicle you ride in.

It is sometimes quite a problem, even to photographers, to get a picture of a store window without reflections of buildings or objects on the opposite side of the street. Very often these reflections will be stronger than the articles on display. Of course they are painted out in the print before the latter is made use of in the photo-engraving process, but, besides the expense of retouching, the results are never as satisfactory as a properly made photograph. Sometimes the reflection can be minimized by various devices, but the best results in this line are now said to be obtained at night. A properly lighted window is illuminated with electric lights which do not show from the outside, so that all that is necessary is to make an exposure on a color-sensitive dry plate. Give an exposure of fifteen minutes or so, paying no attention to people passing on the street between the camera and the window. These will not affect the result unless they stand still too long. In the latter case, simply place the cap over the lens and wait until they move on. If any light in the window shines directly upon the camera it should be shaded so that the direct rays are not received. In a number of the larger departmental stores the windows are photographed in this way.

TO ENCOURAGE TRADE.—To encourage trade between Canada and the West Indies, it is announced here, business houses in the Dominion are arranging to send a large party of commercial men to visit Jamaica and some of the other islands this winter. A steamer of the Canadian Pacific Railway will convey the expedition. Trade conferences will be held on board during the cruise and at the various ports of call. It is further announced that the steamer will carry nearly 1,000 tons of samples of Canadian products and manufacturers for exhibition purposes.

## "Where Quality Counts We Win"

Not an empty statement—not by any means, but one that is backed up by *Good Honest Goods*, in the manufacture of which are embodied *all* the elements essential to make them just what we want *and* of the quality that will always keep us up top.

**Brandon Shoe Co. Limited**  
BRANTFORD - ONTARIO

## DEMOCRATS AND THE BOOT AND SHOE TRADE.

Senator Lodge in speaking at a banquet tendered to Governor Draper of Massachusetts, at Boston recently, touched on what he thought would happen to the boot and shoe industry in the event of the Democrats securing control of Congress and undertaking to reform the tariff. The Senator said:—

"If the Democrats gain possession of the next Congress and make a tariff revision, you may expect to have a duty put back on hides equal to the duty on boots and shoes, or both put upon the free list. This is what the Democratic votes in the last Congress show to be their intention, and in regard to the hide and leather industry Texas will control the Democratic party and not Massachusetts. Texas urges a duty on hides and her senators voted for it.

"I wish to call attention to the fact that the great boot and shoe industries of Massachusetts obtained in the last tariff revision exactly what they desired. They have their raw material free, and they still retain a duty on their own product. It is therefore incredible that these industries should desire any change, for the allied industry of tanning was even more benefited by the removal of the hide duty than were the maker of boots and shoes. No change could be made in the existing schedule which would not be for the worse unless the duty on boots and shoes should be somewhat raised. Now what do the Democrats propose, what did they show by their votes in the Senate to be their intention if they had control of the tariff revision?

"There is no industry in this country which would be so certainly injured by another revision of the tariff under Democratic auspices as the boot and shoe industry. It would destroy the profits of one, and lower the wages of the other or close the avenues of employment. Whatever may be thought as to the merits or defects of the tariff there can be no question whatsoever that the boot and shoe industry ought solidly to support the existing arrangement, which in their case is exactly what they demanded—all their raw material free and a low but still protective duty on their manufactured products.

"Men who under these circumstances vote for a Democratic governor or a Democratic Congressman are voting directly against the interests of the boot and shoe industry and all of the workingmen employed in it in this state."

Well, the dire calamity which the senator so much feared has happened, and it now remains to be seen how much of a prophet the senator really is. It is not very likely that such prognostications were taken seriously.

## C. B. DAYFOOT & CO., GEORGETOWN.

This business was established in Georgetown in 1845 by Mr. J. B. Dayfoot the father of Messrs. C. B. & H. C. Dayfoot, who compose the present firm.

As was not uncommon in those early days a tannery was operated in connection with the business and the green cow hides and calf skins brought in by the farmers, as well as the dried hides brought from South America, were put through all the operations which finally brought them to the state of finished footwear. It is an interesting little piece of history in the Canadian tanning industry that in this tannery was produced the first sole leather in the province. As a result of the tendency toward specialization in recent years the tanning was discontinued and the efforts of the firm devoted solely to shoe manufacturing.

At no time was the growth phenomenal such as might be occasioned by an especially vigorous selling campaign, but the progress has rather been of the sure and steady order based entirely on the merits of the goods produced. That these goods



Mr. C. B. Dayfoot.

have exhibited a genuine worthiness is strongly evidenced by the fact that during the last five years the volume of business has trebled.

A strong line of men's, boys' and youths' staples in McKay sewn and Goodyear welted solid leather, finds a ready sale throughout the country through to the Pacific coast, but the lines for which this firm is particularly noted and which place the name of Dayfoot in the front rank of makers of heavy solid leather footwear are those for Prospectors, Surveyors, Lumbermen, River Drivers, etc. These goods are made both Standard Screw and Goodyear Welts.

It has been said that a Dayfoot boot will go farther away and stay longer away from a repair shop than any other. A boot such as that is bound to be sought after by those who have to spend long periods away from civilization where shoe leather is put to the severest test.

To produce goods of this kind necessarily requires exceptional care not only in workmanship, but also in the selection of materials. Mr. C. B. Dayfoot gives his personal attention to this and has organized a system of critical inspection and test to which all supplies of leather are subjected before being received into the cutting rooms.

There is probably no parallel in the history of Canadian shoe manufacturing to the record of this industry. This record is of sixty five years continuous manufacturing on the same site, and that every pair of shoes produced has been made of solid leather only.

The truth of the old adage that "there is nothing like leather when it's well put together" is still the guiding principle of the firm, who hold that their past record is an ample guarantee to all purchasers of "Dayfoot" boots that the terms "Dayfoot" and "solid leather clear through" are synonymous terms.

**THE SLATER SHOE INVADERS U. S. MARKET.**—On another page will be found a facsimile reproduction of one of a series of Slater Shoe advertisements now running in the United States shoe trade journals. By reducing their tariff to a reasonable ten per cent. the Americans practically invited the invasion of their market by the best shoe makers of the British Empire. The Slater Shoe Company have not entered the wider field unsolicited. For several years they have been urged by their friends in the United States to place their product in the market. The time and the conditions are propitious. Covering the Canadian market thoroughly, and practically controlling the high class shoe trade in their home country, the Slater Shoe is sold in many portions of the British Empire. Shoe merchants who cannot get the Slater Shoe Agency in Canada are compelled to import American shoes, paying a 30 per cent. duty, and securing a hothouse competition which is rather unfair to their customers. This invasion of the U. S. shoe market by the Slater Shoe would seem to prick the bubble of American shoe competition in Canada. The "sign of the slate" has a world-wide value. "If we could make the slate mark and your trade name known in the United States as well as the Slater shoe is known in Canada it would be worth a million dollars a word," said a well known New York financier.—*Boston Shoe Recorder.*

**POPULAR TORONTO SHOE MAN WEDS.**—The marriage of Miss Millicent E. Sparling, youngest daughter of Mr. and Mrs. Charles P. Sparling, to Mr. Charles A. Blachford, of Blachford, Davies and Co., Limited, eldest son of Mr. and Mrs. Arthur Blachford, Rosedale, was solemnized yesterday afternoon in St. Paul's Church, Bloor Street east. The ceremony was performed by the Rev. Charles A. Sparling, assisted by Archdeacon Cody. The bride, who was given away by her father, was attired in Duchess satin, with pearls and tulle veil arranged over a wreath of orange blossoms. Miss Nelsie Tilt attended as maid of honor, in white embroidered French net and black hat with plumes. Mr. Arthur Blachford was best man and the ushers were Mr. Paul Trebilcock, Mr. Howard West, Mr. Robert Blachford and Mr. Harry Fulford. After the ceremony the bridal party drove to the residence of Dr. F. C. Trebilcock, in Spadina Avenue, where the bride changed her bridal attire for a traveling dress of navy blue and blue velvet hat with wings, and left for New York, Washington and Baltimore. On their return Mr. and Mrs. Blachford will reside at 11 Binscarth Road, Rosedale.

**COMPRESSED AIR.**—"Compressed Air for Industrial Purposes," is the title of a neat little booklet issued by the Allis-Chalmers Company, Milwaukee, U. S. A. This is well printed and contains a number of excellent half-tones showing the application of compressed air to various industrial purposes. This includes the Allis-Chalmers portable air compressor, useful for the garage, the cleaning of machines, or any purpose in which a permanent installation is not available. A type of compressor designed for drive by either direct or alternating current motors of standard voltage is also shown. Automatic lubrication and a number of other interesting subjects are also discussed. Those interested in up-to-date and labor-saving appliances should investigate.

## MR. GLOVE MANUFACTURER

Did you ever stop to consider that fine glove leather required ageing in the white or tanned state in order to make good leather, such as the NATIONAL LEATHER Co. turn out?

Our Kid, Suede and Fleshers are well aged before coloring, therefore we can guarantee every skin we turn out. We started tanning in June. We start coloring in December. Orders received during 1911 will receive prompt attention by the

## National Leather Co. of Canada

Limited

TORONTO - ONTARIO

MALTESE  
CROSS



TENNIS  
FOOTWEAR

SEASON 1910-11

The Gutta Percha & Rubber Mf'g Co. of Toronto, Ltd.

TORONTO - - CANADA

LARGEST MANUFACTURERS OF TENNIS SHOES IN CANADA



SHAMROCK



GRIDIRON



It's a little wintery perhaps to talk Summer Footwear, but all the same the new "Tennis" Season opened **December 1st, 1910**, and to ensure lowest prices and early delivery, we would advise placing your orders **now** with any of the following wholesale firms:—

**TORONTO**

W. B. HAMILTON SHOE CO. Ltd.  
D. D. HAWTHORNE & CO.  
J. D. KING CO. Ltd.

**HAMILTON**

THE JOHN MCPHERSON CO. Ltd.

**LONDON**

STERLING BROS. Ltd.  
COATES, BURNS & WANLESS.

**COLLINGWOOD**

C. STEPHENS CO. Ltd.

**MONTREAL**

JAS. LINTON & Co.  
PLYDE SHOE Co.  
CANADA SHOE

**QUEBEC**

J H. LAROCHELLE  
PICHER & CO.

**MARITIME PROVINCES**

WATERBURY & RISING  
St. JOHN, N B.  
J. W. BOYER & CO.  
VICTORIA, N.B.

**WINNIPEG**

W. A. MARSH CO. WESTERN Ltd.  
THE WINNIPEG RUBBER CO Ltd.

**MOOSE JAW**

MITCHELL, HEMHOFF,  
MAYBEE, Ltd.

**CALGARY**

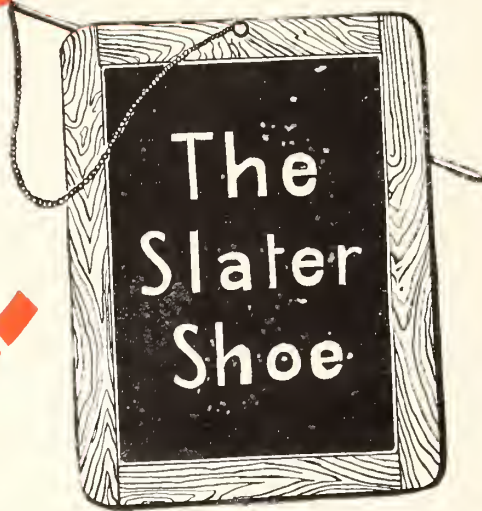
THE WINNIPEG RUBBER CO. Ltd.

**VANCOUVER**

VANCOUVER RUBBER CO. Ltd.

CANADIAN-MADE SHOES

Under the new Payne-Aldrich Tariff Law



*Backed already by  
2 million Canadians  
in the United States  
and  
British possession*

**B**ETTER shoes are demanded by the American Public—and endeavors are being made to produce shoes that rank with the country's foremost.

The combination of service and style is recognized in the SLATER Shoe by practically every Anglo-Saxon country in the world, and its introduction to the United States will be welcome.

But we score here. The SLATER Shoe will be the familiar shoe to every consumer in America just as soon as its goodness becomes generally known.

There's a pre-eminent quality in the SLATER Shoe that you will enjoy. Style is not sacrificed for quality and the two meet in a happy combination.

For this reason American people of the United States will welcome the introduction of a line of shoes that is honestly made, stylishly made, and sold on a price-guaranteed, price-stamped idea. Not a theory, but a practical application of style-service and service-giving shoemaking.

In Canada there is a million-dollar concern making shoes of sterling worth, guaranteeing them, helping the dealer sell them, and offering a straight merchandising plan.

Never before has it been possible to sell shoes in America that have been made abroad or in Canada—the tariff law has made the duty far too heavy. But now that the ban is removed, the introduction of Canadian honestly-made shoes will be welcomed.

Statistics show that in the United States nearly two million Canadians live. This means a big business already—there will be

no introduction necessary to these two million people when they find that the Canadian-made shoes have prices on them that are as low as American-made shoes.

And it is to the retailer seeking a bigger business, trying to build on a firm foundation, that this will appeal—he is the man who will eventually be benefitted by the change in the tariff law. And it is to this common-sense man the opposite page is directed.

The name of the shoe that is so well known in Canada is The SLATER Shoe. It is recognized in Canada (and will be in the United States) as a shoe that is all it is represented to be, sterling worth, on the latest American lasts, but so uniformly genuine that it is demanded by the exacting.

Too, this shoe will be sold on the Agency plan—there'll be no switching about, there'll be no confusion, and, furthermore, the dealer will be amply protected and aided in its sale.

The retailer protecting his rights and his business will sign this coupon—will read and digest the opposite page of facts, and then ACT.

Are you the retailer to whom we refer ?

SLATER SHOE CO., Montreal, Canada

Gentlemen: Please send your proposition and "Reason Why" plans to me.

Name \_\_\_\_\_

Address \_\_\_\_\_



# An Open Page from Canada

## TO THE RETAILERS OF THE UNITED STATES

Gentlemen :—The opposite facts are concrete. They have been compiled after study of American customs. We honestly believe that you will find a quality of leather, a style tendency that is worthy of consideration, in the SLATER Shoe. There has been no reason beyond the tariff laws to keep the SLATER Shoe from enjoying the demands of the American people as a whole.

The introduction of the SLATER Shoe will be well met by nearly two millions of Canadian people in the United States.

We're going to give you a better shoe than you believe is being made—we're going to give style, made over American lasts, that will have every ear mark of the custom-made shoe—and we will prove before many days that the entry of the SLATER Shoe is warranted and will be squarely dealt with by every honest retailer. The shoes will have a standard price—the price stamped and guaranteed, and backed by a campaign that is sure to generously aid in its sale.

The first shipment that we make to each retailer will be made FREE OF DUTY to him—and if you want the agency of a shoe in your city that will prove a live seller, we are ready to back you to the limit. We have no schemes, no prizes to offer and no flash-in-the-pan attractions—we're going to help American dealers sell Canadian-made shoes honestly and profitably.

If you are interested in this straight-forward proposition, write for details to

*Then  
Sign  
this  
Coupon*

**The Slater Shoe Co. LTD.**  
**Montreal, Canada.**

Charles E. Slater, Pres.

TO PROMOTE INDUSTRIAL EDUCATION. Miss Elizabeth B. Butler, of the Bureau of Research, New York City, speaking on the subject, "Industrial Education and the Community," pointed out a number of causes of social disintegration. The pressure of modern business competition places undue emphasis on instant output, which causes the employe to turn out work on the standard of passing inspection. The unindividual work performed by the average operative in the modern factory has taken away from him to a large extent a

co operating force. The customers find their loss in the general inefficiency and rampant inferiority characteristic of so many members of mechanical trades. Better wages are necessary for the reduction of the misery due to poverty. But this increase must find a point of leverage in increased industrial efficiency on the part of the worker. For example, saleswomen should be taught salesmanship in order that they may be efficient enough to warrant better pay. And factory hands must be trained so that employers can raise their wages proportion-



pride in good production. A high development of machinery has introduced a large amount of unskilled labor which can be easily trained. This fact works for instability from the standpoint of both the workman and the employer. A further disturbing element has been the race prejudice between American born workers and raw emigrants. In this social disintegration, the employer pays for his failure to see to it that each human unit in his establishment is consciously part of an intelligent

ally to the extent that waste of material and damage to machinery is done away with by greater initial efficiency. From the standpoint of the working people, employes need to be educated individually in order that they may not be only efficient "hands" but that they may be intelligent men. Such a training of employes will promote a better understanding between workmen and employers in the interest of industrial peace and mutual good-will.

**WORK OF TECHNICAL COLLEGE**—The Leathersellers' Company's Technical College was officially opened by the Lord Mayor of London (Sir W. Truscott), on Oct. 1st, 1909. The whole of the staff of the Herrold's Institute School of Leather Manufacture, which had been carried on since 1895 by the Leathersellers' Company, in conjunction with the London County Council and the Borough Polytechnic, had been previously transferred to the College. The College is divided into two departments: heavy leather and light leather, and the courses of instruction extend over periods of one, two or three years; a short one year's course being arranged for those who already possess some practical knowledge, and who cannot afford the time for a more extended period of study. The two years' course for the College diploma is a suitable one for those students intending to take positions as managers or departmental heads on the conclusion of the course. Students who have sufficient time at their disposal, and are desirous of extending their knowledge, are accepted for a three years' course; the greater portion of their time in the third year being taken up in carrying out original research, or investigation of practical problems of an advanced nature. The diploma course is arranged on very thorough lines. Students before receiving the Leathersellers' Company's diploma must satisfactorily pass examinations in chemistry, inorganic and organic; physics, principles and processes of leather manufacture, and microscopy and bacteriology as applied to the leather trade. This course is arranged so as to be identical with the course for the diploma in leather manufacture issued by the University of Leeds. Professor Procter will act as an external examiner. The diploma in leather industries, whether issued from the University of Leeds, or from the Leathersellers' Technical College, will therefore, be of equal value and of the same high standard.

**CENSUS OF MANUFACTURERS**—On the 1st of June next year a census will be taken of the manufacturers of Canada. It will ascertain the capital employed in works in 1910, together with the value of land, buildings, and plant; the kind or class of products of the works by quantity or number of finished articles, and their value in the year. These statistics will relate generally to factories employing five hands or more during the year; but in such industries as flour and grist mills, brick works, saw and shingle mills, electric light and power plants, and a few others where the value of products is large in proportion to the number of persons employed returns will be required without regard to the number of employes. The employes of work will include managers, superintendents, etc., on salaries; officers, clerks, etc., on salaries; operatives or workers classed as over and under sixteen years on wages; and piece-workers employed outside the works. Salaries, wages and payments to all officers and employes will be entered on the schedule for the census year by sex, and will include the aggregate weeks employed in the year, average hours of working time per week, and aggregate wages paid to them in the year. The aggregate weeks of time and the aggregate wages paid will refer to the whole body of employes for the year, while the average hours of working time will refer to an average computed for all employes in the year for one week only. For piece-workers outside of the works, the statistics are required to show by sex the aggregate payments made to this class in the year, and also the aggregate value of their products. The power employed in the works will show the number and horse-power of steam, gas and gasoline engines, water-wheels and electric motors, as well as the power sold to or bought from other public or private companies. The fuel used at the works will show the quantity of coal, wood or other fuel, and its value laid down at the works, including transportation and duties. The coal will be classified by measure to show whether it is foreign or Canadian. Custom work and raw materials will be reported by kind or class, and entries will be made to show amounts received in the year for custom work and repairs, and the cost value of raw or partly finished mate-

rials used at the works. The kind or class of products of the works in 1910 will be entered by separate name if more than one is made the quantity or number of each finished article and the value of separate products in the year. The aim of this record is to show the extent and variety of manufactures in each province and district. But it will be understood that the statistics as compiled and published will give away no records of individual business. Totals will be published only where three or more industries of a class or kind are reported. All information referred to will be collected by enumerators on schedule No. 9.

**BUSINESS OPENINGS**—(1603) A Mexican wholesale importing firm wishes to communicate with exporters of shoe and leather and other shoemakers' supplies. (1648) A well known Newfoundland firm desires to be placed in touch with Canadian shippers of leather and belting. (1674) A correspondent in Paris, dealing in leather goods, oil seeds, cream of tartar, etc., desires to open up business connections in Canada. (1705) A firm of exporters in New York city is anxious to get in touch with Canadian manufacturers who seek to develop trade in the above markets. Excellent connections and references. (1706) A well known manufacturers' agent and commission merchant in Kingston, Jamaica, is open to represent Canadian firms. Has large showrooms and is in an excellent position to push the sale of Canadian goods. (1707) Former Canadian with several years' experience in Great Britain, wishes to get in touch with a few exclusive lines of Canadian goods. Excellent references, Canadian and British. This is an excellent opportunity for a Canadian house to get a capable representative. (1711) A member of one of the best known firms of importers in Wellington, New Zealand, is in Canada with a view to establishing connections with a few first-class Canadian firms who can do business in New Zealand. References. (1713) Well known English business man with many years' experience as travelling representative in that country, desires to act as agent for a few first-class Canadian firms. Write the Inquiries Branch, the Department of Trade and Commerce, Ottawa, or the Secretary of the Board of Trade at Halifax, Montreal, St. John, Winnipeg, Calgary or Vancouver, giving numbers, also business references.

**MANUFACTURERS ON ALERT**.—Manufacturers and others interested in the reciprocity negotiations have been flocking to Ottawa. Mr. Fielding says the government has already made every effort to feel the pulse of the country on this matter, else the present negotiations would not be under way. He also assured every inquirer again and again that Canada's rights will be safeguarded.—Ex.

**LEAGUE CHAMPIONS**.—In this issue will be found a photo of Beardmore & Co.'s base ball team, champions this season of the Toronto Shoe and Leather Manufacturers' League. In the centre of the picture will be seen the handsome silver cup presented by the Shoe and Leather Manufacturers of Toronto. The league this year was so successful that it is hoped that next year the harness as well as the trunk factories in the city will have teams entered. The winning team is composed of employes of the Toronto warehouse of Beardmore and Co., and as remarked by the popular manager of the team, "His team, like their leather, cannot be beat."

**LYNN BANDITS CONDEMNED**.—Wasil Ivankowski and Andre Ipsen, the bandits, were found guilty of murder in the first degree on charges of killing Thomas A. Landregan, a shoe manufacturer, and Policeman James H. Carroll, at Lynn, on June 25 last. They were sentenced to be electrocuted during the week of March 5 next. The jury was out less than two hours. Ivankowski and Ipsen with a third man, known only as Joe, and who was killed in a revolver fight with the police, shot down Landregan, as he, with the policeman was carrying from the bank to the shoe factory the weekly pay-roll of about \$4,500.

**CLEAN UP WAS SMALL.**—A party giving the name of D. B. Thomas made his appearance in Lindsay, Ont., about two weeks ago, announcing himself as a partner of a boot and shoe concern in Cleveland, who desired to locate a branch in Canada to avoid excessive duties on their output for the Canadian trade. He was greatly impressed with the desirable location of Lindsay. He at once put himself into communication with the authorities of the town, and with glib tongue and apparent energy of purpose convinced not a few of his sincerity and ability to carry out all the promises he made. An agreement was made with the town, on certain stipulated conditions, to erect a large building and install a plant for the manufacture of boots and shoes and gloves, the later to be in operation by February 1, and the former by November 1, 1911. This agreement having been ratified and legally executed, building operations commenced on a large scale, and all went well for a few days until Mr. Thomas began to do business with the bank. Those who had furnished money were alert, and ugly rumors started. Finally the atmosphere of the town became too warm for the promoter, and he hurriedly had business in Toronto. Before he got far on his journey a warrant for his arrest was issued, and a full description wired all over Canada. Thomas is a man of pleasing and prepossessing appearance. It is said he did not get away with very much.

**PRICES IN LEEDS.**—The latest prices showing the state of the market at Leeds in connection with the trade in hides and skins may be of interest to Canadian dealers.—(Ex).

	Per lb.	
	d.	d.
Heifer Hides—		
90 pounds and upwards.....	0	6 $\frac{3}{8}$
80 to 90 pounds.....	0	6 $\frac{1}{4}$
70 to 80 pounds.....	0	6 $\frac{1}{8}$
60 to 70 pounds.....	0	5 $\frac{7}{8}$
50 to 60 pounds.....	0	5 $\frac{3}{4}$
40 pounds and under.....	0	5 $\frac{3}{4}$
Cow Hides—	d.	d.
70 pounds and upwards.....	0	5 $\frac{3}{4}$
60 to 70 pounds.....	0	5 $\frac{5}{8}$
50 to 60 pounds.....	0	5 $\frac{3}{4}$
40 pounds and under.....	0	5 $\frac{3}{4}$
Bull hides.....	4 $\frac{1}{2}$	4 $\frac{7}{8}$
Ox Hides—	d.	d.
90 pounds and upwards.....	0	6 $\frac{1}{4}$
80 to 90 pounds.....	0	6 $\frac{1}{4}$
70 to 80 pounds.....	0	6
60 to 70 pounds.....	0	6
50 to 60 pounds.....	0	5 $\frac{3}{4}$
40 pounds and under.....	0	5 $\frac{3}{4}$

**A CURE FOR BUNIONS.**—The usual means of securing relief for bunions has been to cut the shoe, making an opening for the great toe joint, plastering the affected joint with adhesive and other plasters, applying salves or blisters, trying to reduce the joint without a particle of success. All that such bunion plasters and pads or shields can do is to give slight temporary relief. If the ailment is to be cured permanently the cause must be removed, and one of the most practical and scientific devices for this purpose is Dr. Scholl's "Bunion-Right." It removes the cause—the bending inward of the great toe. This little device is placed between the great and second toes and just sufficient outward pressure is produced to bring the toe to its natural and true position. The irritation to the ball of the foot is immediately cured as the device is worn during the day as well as at night. Dr. Scholl's "Bunion-Right" is made of the finest and purest rubber, very light, flexible and non-irritating to the most sensitive foot. It will positively effect a permanent cure in the most obstinate cases. The foot is a subject of so much usefulness that no one should neglect such a serious affection as a bunion.

**RUBBERS A NECESSITY.**—Wear rubbers, or there is no action in damages if you fall on a slippery sidewalk. Such is the opinion of Mr. Justice Dorion given in dismissing an action taken by Samuel Davies against the City of Montreal. Davies is tutor to his minor son, Major, who was born on August 11, 1902. On February 25th last year, it was contended by the plaintiff the pathway on the south side of Mullin St. was in a bad condition, and was covered with a smooth sheet of glare ice. Major, while proceeding along the pathway, fell heavily and was injured. Suit was then entered against the city by the father, as tutor, claiming \$75 damages; 25 each for medical and surgical expenses, loss of wages and physical suffering. In reply, the city pleaded that the pathway was in as good a condition as was possible for the time of the year. Owing to climatic conditions about the time of the accident, it was more difficult than was ordinarily the case, to keep the pathway in good condition. Further, the city added, Major should have taken more than ordinary precautions, which he neglected to do in that he did not wear any rubbers. The case was called before Mr. Justice Dorion, and the evidence of Major Davies on the condition of the sidewalk was being heard when His Lordship asked: "Were you wearing rubbers?" "No," was the reply. "If that is the case, I will hear no further evidence," His Lordship responded. Then, turning to Mr. Walker, of Messrs. Chauvin, Baker and Walker, who represented the plaintiff, His Lordship added, "Argue your case now. The fact of a man going out without rubbers is a presumption of imprudence on his part. The condition of the sidewalks in such a case is immaterial. It is as well the citizens of Montreal should know this." Counsel for the plaintiff argued that the fact of Major having walked about on other sidewalks during the day, without accident, was proof that the section complained of was in bad condition, and the city was therefore responsible in part at least for the accident. His Lordship, however, dismissed the case without hearing any further witnesses for the plaintiff. The plaintiff has no further recourse in the courts, as there is no appeal from a judgment of the Circuit Court.—*Montreal Star.*

**A FINE PLANT.**—A few days ago one of our representatives paid a visit to the plant of the Davis Leather Co., Ltd., Newmarket, Ont., and was very much interested in looking through the premises. This is one of the most complete and up-to-date equipped plants on the continent. Their output is high-grade chrome calf leathers, the quality of which appears to be giving excellent and undoubted satisfaction to the shoe manufacturers of Canada, as evidenced by the ever-increasing volume of business that is being done. Apparently the principles embodied in two mottoes I found framed and hanging in their office are being lived up to with excellent results. The mottoes are: "Never forget that quality is remembered long after price is forgotten" and "The manufacturer succeeds best who satisfies his customers best."

## You Get The Benefit

of our 65 years' experience  
in making

Solid Leather Shoes  
when you buy our staples for  
Men, Youths and Boys.

For your business' sake  
investigate.

C. B. Dayfoot & Co.

Georgetown, Ont.

## NEW INVENTIONS.

The following patents have recently been granted, brief descriptions of which have been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by G. Hughes, R. P. A., Editor of "Patents," 55-56 Chancery Lane London, W.C., England, who will give advice and assistance free to our readers on all matters relating to patents, designs and trade marks:

The patentee and inventor of an improved heel protector is Mr. Markus of Manchester, England, and is made from discarded vehicle tires or other good-quality rubber waste. The tires, etc., are sliced into strips or blanks, from which the pads are punched in the form of discs. The centre of the disc is removed by a boring or cutting tool, to accommodate the usual metal fastening-plate, the shaped disc being then placed in a mould and subjected to pressure under a suitable heat, say about 160 degrees Fahrenheit. The centre may be entirely removed, and a back or central web applied. When making a pad of two or more sections, several thin discs of waste are secured together with fibrous sheets placed between them, and the discs are punched therefrom.

**BLACKING FACTORY FOR AMHERST**—The boot and shoe trade will be interested to hear that U.N.O. Blacking secured a gold medal at the Nova Scotia Exhibition. U.N.O. is now made at Amherst, Nova Scotia, as well as in Providence, Rhode Island, where it was produced originally. The Canadian manufacturers are the Blacking & Mercantile Co., Limited, Amherst, and they have two travelling men covering the different sections of the Maritime Provinces several times a year.—Mar. Merchant.

**AMERICANS IN GERMAN MARKET**—A Berlin despatch of Nov. 28th, says: "The Tageblatt's Financial Department states to-day that the price of hides is so high, owing to heavy American buying in German and other European markets, that the German leather industry is endangered, it having become impossible to figure on regular supplies at former prices. The paper declares that a combination of American packing houses is cutting off the German supply of South American hides."

**CHANGES IN BUSINESS.**—The following have recently started up in business: Louis Beaulieu, Bic, Que.; Wm. Chamberland, Bic; H. Bourgne, Bonaventure River, Que.; V. Roy, Bonaventure River; John K. McNeil, Glace Bay, N. S.; McIsaac, Nicol & Co., Glace Bay; Ingraham Snow, Hampton, N. S.; Geo. T. Mullen's Sons, Hebron, N. S.; F. J. Robinson & Co., 1815 Railway St. S., Regina; A. W. Jackson, Whithy, Ont.; T. Alam, Beaupre, Que.; B. McAndrew, Buckingham, Que.; M. Kugler & Co., Montreal; E. Vermette, Carleton, Que.; Jos. Richard, Cap St. Ignace; J. J. McDonald, Inverness, N. S.; A. J. Clapp, 945 Park Drive, Vancouver, B. C.; Watson O'Leary, Kentville, N. S.; D. H. McCarthy, Kentville; J. H. Snider, Norman, Ont.; Bargain Centre Shoe Store, North Bay, Ont.; Lynn Shoe Co., Limited, Montreal; Mrs. Frank R. McArthur, Kitselas, B. C.

Burnt out: G. M. Lawson, Grand Valley, Ont.; E. E. Plummer, 113 Colborne St., Brantford, Ont., removed to cor. Erie and Eagle Place; Charles Fritz, Acton, Ont., removed to Zurich, Ont. G. Knechtel, Market Sq., Guelph, sold to Mr. Schmidt; W. A. Ziegler, 39 King St. W., Berlin, Ont., sold to John Agnew Co., Limited; John Limpert, Hespeler, Ont., sold to Fred Daub Isaac Model, Louisburg, N. S., out of business; O. Longtin, Valleyfield, Que., bailiff in possession; Jas. Ruben, Cochrane, Ont., assigned.

## Ever Increasing Demand Is a Fitting Testimonial To the Superiority of New Castle Kid

When a steady and ever increasing demand for a shoe upper stock makes the doubling of the capacity of an already immense plant absolutely necessary, it is pretty nearly proof conclusive, isn't it, that that stock is a whole lot better than others?

That's the story of New Castle Kid. About the enlarging of the plant, we'll have more to say later, but what you ought to bear in mind now is this:—

New Castle Kid produces better shoes and better looking shoes at a less cost grade for grade than any other kid upper leather.

Send us a sample order, test the leather and you'll know why.

**New Castle Leather Co.**  
**61, 63, 65 South Street**  
**Boston, Mass., U.S.A.**



# Toronto Markets

**BOOTS AND SHOES**—There is nothing of special character to report. The month has been about an average one, the sales being well up to those of a year ago. The manufacturers have been fairly busy clearing up and getting spring runs under way. There is a reported increase in orders up to date and a good season is looked for. The wholesalers have been kept fairly busy, as have also the jobbers who report an improvement in sorting. The retailers have had a very good month, both with boots and shoes and rubbers. The wet, changeable weather has caused rubbers to be much in demand, and the dealers have been reaping the benefit.

**HIDES**—There is very little change to note as far as the hide market is concerned. The receipts of course are small, but quite up to the usual for this season of the year. Prices have varied but little since last report. Tanners are looking for cheaper hides, but dealers are inclined to think that they will look in vain. The class of hides which are being received at this are specially adapted for the better grades of leather and tanners of extra quality grades are anxious to secure all the hides they can, but they are also anxious to get them as cheap as possible. Dealers are of opinion that the bottom has been reached and that hides will again go up in price. The following are the latest quotations:—

No. 1 inspected steers.....	10
No. 2 inspected steers.....	9
No. 1 inspected cows.....	10
No. 2 inspected cows.....	9
No. 3 inspected cows and bulls.....	8
Country hides (green or cured).....	8 9
Calfskins, city.....	11 13
Calfskins, country.....	11 13
Horsehides, No. 1.....	2.50 3.00
Horsehides, No. 2.....	1.75
Lambskins.....	45 55

**TALLOW**—The market is firm with unchanged prices. The following are the latest quotations:—

No. 1 cake.....	5½	6½
No. 2 cake.....	4½	
No. 1 solid.....	5½	5¾
No. 2 solid.....	4	

**WOOL**—The market continues quiet but firm. Transactions are not large. The following are the latest quotations:—

Washed fleece.....	19	21
Unwashed fleece.....	13	14
Rejects.....	15	

**LEATHER**—The reports of the past month show that the leather interests have been enjoying a fairly busy time. The volume of business has been quite up to the average and prices have been well maintained. Manufacturers have been placing good orders which is an indication of their confidence in the future of the boot and shoe trade. The activity has not been confined to any one class particularly, but there has been a fairly good call for all grades of leather. Sole leather in light and medium weights has had a good call. Patent leather is in good demand. Colored leather, in brown and tan, is still much in evidence, and will be largely worn next season; willow calf is also growing in popularity. Fancy leathers are meeting with about the usual rate at firm figures. The following are the latest quotations:—

## LEATHER WHOLESALE.

No. 1 Spanish sole (for jobbing) 27	29
No. 2 Spanish sole (for jobbing) 26	28
No. 1 Spanish sole (for mfg.)... 26	27
No. 2 Spanish sole (for mfg.)... 25	26
No. 3 Spanish sole (for mfg.)... 23	24
No. 1 oak sole.....	32
No. 2 oak sole.....	29
No. 1 oak sole bends.....	45
No. 1 slaughter sole, heavy....	30
No. 1 slaughter sole, medium... 30	
No. 1 slaughter sole, light.....	30

## Harness leather—

No. 1 U. O.....	38	39
Rejected U. O.....	37	38
No. 2 U. O.....	36	37

## Hemlock Country Harness—

No. 1.....	33	34
No. 2.....	32	33
Upper, heavy.....	48	50
Upper, light and medium.....	50	55
Upper, grained.....	19	20
Kip skins, French.....	1.15	1.28
Veal kips, Canadian.....	75	80
Hemlock calf.....	75	80
Imitation French.....	80	85
French calf.....	1.38	1.62
Splits, light and medium.....	24	25
Splits, heavy.....	23	24
Splits, junior.....	19	20
Enamel cow, per foot.....	20	
Pebble grain.....	15	
Buff.....	17	
Colored buff.....	20	
Russets, extra heavy per doz. ..	\$12	\$14
Shoe russets, per lb.....	50	55
Russets, No. 2, all grades, lb. ..	35	40
Glove russets, per doz.....	\$0.00	\$12.00

**CUT SOLES**—The market continues firm with prices unchanged. The following are the latest quotations:—

## OUTSOLES.

Oak—	Gauge	Price
Men's No. 1.....	7-12	30 45
Men's No. 2.....	7-12	27 42
Women's No. 1.....	5-8	18 23
Women's No. 2.....	5-8	16 21
Spanish—		
Men's No. 1.....	7-12	26 41
Men's No. 2.....	7-12	23 38
Women's No. 1.....	5-8	16 21
Women's No. 2.....	5-8	14 19

## TAP SOLES.

	HEIGHT	PRICE	HEIGHT
Men's XXX.....	6	\$4.10—\$2.75	4
Men's XX.....	6	3.70— 2.10	4
Men's X.....	6	2.25— 1.85	4½
Women's XXX.....	5	2.40— 1.95	4
Women's XX.....	5	2.05— 1.45	3½
Women's X.....	4	1.20— 1.10	4
Boys' XXX.....	5½	2.90— 2.35	4½
Boys' XX.....	5½	2.65— 2.20	4½
Boys' X.....	5½	1.60— 1.35	4½

## TOP LIFTS.

Men's XXX.....	5½	\$1.35—	75	4½
Men's XX.....	5½	1.15—	70	4½
Men's X.....	5	65—	50	5
Women's XXX.....	5	55—	50	4½
Women's XX.....	5	45—	40	4½
Boys' XXX.....	5	70—	60	4½
Boys' XX.....	5	60—	50	4½

## SHAPED HEELS.

	Size	Price
Men's.....	5-8—10-8	8—15c. pr.
Women's.....	5-8—13-8	7—11c. pr.

## BOX TOES.

Men's ¾.....	5c. pr.
Women's ¾.....	3¾c. pr.

**COUNTERS**—Either flat, clammed or moulded.

Men's ¾.....	8c. pr.
Women's ¾.....	6¾c. pr.

**TANNERS' MATERIALS**—There is no special feature to report. Cod oil is still firm. The following are the latest quotations:—

Degras.....	2½	3½
Sumac.....	\$60.00	\$70.00
Gambier.....	7	7½
Cod Oil, pure Nfld. tanked.....	47	50
Cod Oil, Gaspe.....	40	42
Hemlock extract.....	3½	4
Oak extract.....	3	3½
Quebracho extract.....	3½	4½
Quebracho solid.....	4½	5

# Montreal Markets

**BOOTS AND SHOES**—The month just closed has been a good one for the boot and shoe trade in all branches. The manufacturers have been finishing up lagging orders, and getting spring orders under way. The number of orders received are above the average. The wholesalers and jobbers have been active, there having been quite a good sorting business done during the month. Retailers have been greatly benefited by the change in the weather, the volume of business having considerably increased. Rubbers have been in demand owing to the more favorable conditions.

**HIDES**—There has been very little change to note during the month. Prices have remained about the same with the exception of lambskins, which have of course been growing in size as well as price. The receipts are only moderate and are readily taken. Tanners are dissatisfied with present prices and are offering less than the dealers are willing to take. The difference of opinion is just strong enough to have a quieting effect upon business, but the dealer is not inclined to give way, because he thinks the quality of the hides which he has to offer are really worth more than he is asking for them. The following are the latest quotations:—

## BUTCHERS' BUYING.

City prices—	
No. 1 quoted	10
No. 2 quoted	9
No. 3 quoted	8
Country prices—	
No. 1 quoted	9
No. 2 quoted	8
No. 3 quoted	7

## CALFSKIN QUOTATIONS.

City prices—	
No. 1 quoted	14
No. 2 quoted	12
Country prices—	
No. 1 quoted	12
No. 2 quoted	10
Lambskins	70

**TALLOW**—The market is quiet with prices unchanged. The following are the latest quotations:—

Extra	6½
Ordinary	6¼
Fair to good	6 6¼

**WOOL**—The market is fairly active owing to the demand from the large mills. The following are the latest quotations:—

Canadian pulled wool	27	29
Washed fleece	25	26
Unwashed fleece	15 up	
Greasy Cape	20	23
Prime B A	40	45
Medium	30	35
Northwest wool	17	18½

**LEATHER**—The month has been pretty active in leather circles. This is owing in a great measure to the freedom with which the boot and shoe manufacturers have been placing orders. Prices have been well maintained on a firm basis. The export trade has been rather quiet with a few consignments going forward. There has been a steady call for sole leathers, the light and medium weights preferred. Patent leather keeps to the front with good demand for best quality. Colored leathers in brown and tan are selling well; other shades are also in evidence. Fancy leathers in all colors are firm with usual sales. The following are the latest quotations:—

## LEATHER.

Spanish sole, custom, No. 1	27	
Spanish sole, No. 2	22½	23½
Spanish B. A. hides, No. 1	24	25
Spanish B. A. hides, No. 2	23	24
Spanish B. A. hides, No. 3	22	24
Slaughter, hemlock, No. 1	25	26
Slaughter, hemlock, No. 2	24	25
Slaughter, hemlock, No. 3	23½	
Slaughter, oak, No. 1L	26	27½
Slaughter, oak, No. 2M	24	25½
Harness	32	34
Wax upper, heavy	35	38
Wax upper, light and medium	38	42
Oil (Western) grained, per foot	14	15
Oil (Quebec) grained, per foot	12	14
Chrome glazed kid—		
Tanpico in color	18	22
Patnas, black	8	32
North African	12	18
Chinese	12	36
Box chrome calf—		
A. H. French	23	
A. Hm	22	
A. M	21	
B. H.	22	
B. Hm	20	
B. M.	18	
Veal, other European	17	20
Veal X	15	18
Grassers	15	17
Grassers X	14	16

Reject	12	14
Box chrome kips—		
A. H., Swiss hide	18	
A. Hm. Canadian	16	
A. M.	15	
B. H.	15	
B. Hm.	14	
C. X.	13	
Reject	13	down
Dull chrome calf—		
A	20½	21
B	18½	19

## SHEEP SKINS.

Black glaze chrome—		
Canadian for upper A	9	10½
Canadian for upper B	8½	10
Comb'n glaze for upper A	9	9½
Comb'n glaze for upper B	8½	9½
Calfine, A. H., Can. native	9¾	
Calfine, A. M., Can. native	9½	
Calfine, A. L., Can. native	9	
Calfine, B. H., Can. native	9	
Calfine, B. M., Can. native	8¾	
Slats, A. H.	9½	
Slats, A. M.	9½	
Slats, A. L.	9	
Slats, B. H.	8½	
Slats, B. M.	8	
Pickle skins for lining—		
A common pickle	8	
B	7½	
C	7	
Cape A	9	
Cape B	8¾	
Cape C	7½	
Job	5¼	5¾
H Facing	8¼	
L Faeing	8½	
Splits, senior, per lb.	21	22
Splits, junior, per lb.	18	19
Splits, senior, per foot	7¾	
Splits H. and Hm. per foot	7½	
Splits, M, per foot	6½	
Splits, Lm, per foot	6	
Splits, junior, per foot	4¼	
Splits, trimmed, H. M., per lb.	23	
Splits, trimmed, M., per lb.	22	
Pebble A. L.	10	
Pebble A. L. M.	10½	
Pebble A. M.	11	11½
Pebble A. Hm.	11½	12
Buff A. M.	11	
Buff A. Hm.	11½	
Buff A. H.	12	
Table run pebble	9½	
Job pebble	8	

# Quebec Markets

**BOOTS AND SHOES**—The boot and shoe manufacturers are well satisfied with the present conditions of the trade, the factories are working quite actively. They are at present getting spring orders under way. The orders received up to date are most satisfactory and indicate a good season ahead. The jobbers have been doing an active sorting trade. Wholesalers are doing well with fall goods. Retailers report a good month, although trade is not as brisk as usual in some lines at this time of the year. During the last part of the month the weather changed and the snow and rain have materially assisted in the increased demand for rubbers and heavy boots. Retailers expect that Christmas trade will be very active. In general, prices are unchanged and the market seems on a good basis.

**HIDES**—Up to present the fall trade in hides is not very active, and the principal reason is that manufacturers have stocks and are not inclined to buy much ahead from tanners. Although their supplies are limited, and no doubt they will be forced into the market in the near future. Prices are now firm and no one will be surprised to see them advance with the increased demand expected by dealers. Accumulations are not heavy, and hides now offering are reported not to be of the best quality. The latest quotations are:—

Sheepskins .....	25	75
Sheep clip skins.....	10	35

Lambskins .....	15	50
City and country hides quotations. Prices to butchers:		
No. 1 quoted .....	11	
No. 2 quoted .....	10	
No. 3 quoted .....	9	

## CALFSKINS.

City and country prices—		
No. 1 quoted .....	13	
No. 2 quoted .....	12	

**WOOL**—The month has been a very busy one in the local market. Factories are working at their full capacity in order to meet the demand, which is considerable on account of the heavy exportation made this year. Stocks at dealers are not large and transactions are reported satisfactory. A few increases have been registered in prices, as will be remarked in referring to quotations, which are as follows:—

Canadian pulled wool .....	22	30
Washed fleece .....	26	28
Unwashed fleece .....	16	18
Greasy cape .....	18	22
Medium .....	23	25

**FISH OILS**—There is a firmer tone to the local situation on account of the strengthening of the market. Supplies are scarce, as the fishing in Gaspé has been bad; the few barrels of cod oil that came here were immediately sold. The outlook is good and the impression is that better prices will again be obtained. An increase

has been registered in quotations of cod and whale oils. We pay at present:—

Cod oil, Gaspé, gal. ....	28	30
Sea-hog oil .....	35	38
Sea-wolf oil, refined .....	35	37
Whale oil, No. 1, refined, gal. ....	1.85	1.90
Whale oil, No. 2, refined.....	1.80	1.82
Whale oil, No. 1, ordinary ..	1.74	1.80
Whale oil, No. 2, ordinary ..	1.72	1.78
Cod oil, pure Newfoundland..	38	40
Liverpool salt .....	50	60

**TALLOW**—Extra tallow continues to be quoted at 6½c per lb., with satisfactory business going through. The volume of trade is undoubtedly improving.

**SHOE FINDINGS**—The market is fairly active and during the month good sales were noted. Manufacturers and dealers expect business to be better when winter has set in. Prices are unchanged and we quote:—

Leather, friction and fibre board	3½	6
Union leather .....	8	9
Stiffners, union ..	1	3
Stiffners, leather board, per 100 pounds ..	75	1.15
Insole leather ..	7	8
Leather board, per lb. ....	2	3

**LEATHER**—There has been a little improvement in the leather market within the past week or two. Prices have slightly decreased in some lines as splits, but in general sales are more satisfactory and market holds firm. Although manufac-

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turers are not yet buying heavily and do not seem to be disposed to anticipate needs, all kinds of leather is having a fair call. Tan and colored leathers are in good demand. Fancy leathers are meeting with much favor. Patent leather is still much in evidence. Tanners for the present are not working hard, but they expect larger business will soon be done. The latest quotations are.—

**LEATHER.**

**Harness leather—**

No. 1 U. O. ....	42	
Rejected .....	40	
No. 2 .....	38	39
Kangaroo .....	15	16
Splits, senior, per lb. ....	26	
Splits, junior, per lb. ....	27	
Splits, senior, per foot .....	2	6
Splits, H and Mm, per foot..	8	
Splits, M, per foot .....	6	
Splits, Lm, per foot .....	5½	
Splits, junior, per foot .....	4	

Splits, flexible, per lb. ....	22	
Splits, trimmed, H M, per lb...	32	
Splits, trimmed, M, per lb....	32	
Pebble, A L .....	13	
Pebble, A L M .....	13½	
Pebble, A M .....	14	
Pebble, A H M .....	14½	
Buff, A M .....	14	
Buff, A H .....	15	
Moccasin leather, red, per stamp weight, lb. ....	10	
Oil grain (Quebec) per foot..	17	18
Wax upper, heavy .....	40	42
Wax upper, light and medium	38	44
Horsehides .....	3-25	
Glove grain .....	15	17
Heavy grain .....	15	17
Patent cow .....	21½	23½
Patent cow chrome .....	21	23
Heavy upper .....	19	20
Grained upper .....	19½	20½
Scotch grain .....	20	21
Dongola kid .....	14	21
Patent kid .....	36	46

White alum .....	11	15
Sumac .....	9½	11
Col. sheep .....	10	12
Napa sheep .....	9½	11
India kid .....	11	13
Patent colt .....	36	46
Harness .....	40	42
French kip skins .....	94	1.05
English kip skins .....	55	65
Canadian kip skins .....	61	65
Hemlock calf .....	70	85
Light calf .....	70	80
French calf .....	1.10	1.65

**TANNERS' MATERIALS**—The market remains fairly active and unchanged with the following as the ruling prices:—

Degras .....	3½	7
Sumac .....	\$69.00	
Gambier .....	5½	6½
Hemlock extract .....	4¾	5
Hemlock bark, per cord....	8.00	7.50
Oak extract .....	4	4½
Mineral tanners' extract ....	6	7½
Scuth, lb. ....	4	

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**Leather and Shoe Findings**  
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# American Markets

## HIDES

**PACKER HIDES**—The Chicago market has been somewhat sluggish owing to the feeling that a still further decrease will take place. Tanners claim that the present condition of the leather market does not warrant them in buying very heavily at present prices of hides. Native steers of all November salting were offered at 14¾c but not one seemed anxious to pick them up, some late November and Decembers brought that figure. January to June spready steers are offered at 15½c; June to Januarys are all sold up. Butt branded steers of October are quoted at 13c but there seems very little demand and an accumulation is taking place. Texas steers of October and November sold at 13½c for heavies, 12½c for lights, and 11½c for extremes. Colorado steers moved at 12½c for November and December kill. Heavy native cows, over 55 lbs., range in price from 12¾c to 13c; the market is well sold up, but the kill is increasing. Light native cows sold at 12¼c for November salting. Tanners are not inclined to buy ahead. Branded cows are easier, sales of October and November salting being made at 11½c. Native bulls are dull and are being held at 11c. Branded bulls are quoted at 10¼c to 10½c, but there are no takers. The following are the latest quotations.—

### PACKER HIDES.

Native steers—		
Spready .....	14½	17¾
Heavy .....	14	
Light .....	13¾	14
Texas steers—		
Heavy .....	13½	
Light .....	12½	
Extreme .....	11½	
Brutt-branded steers .....	13¼	
Colorado steers .....	12¼	12½
Native cows—		
Light .....	11¾	12
Heavy .....	12¾	13
branded cows .....	11¼	11½
Branded bulls .....	10¼	10½
Native bulls .....	10½	11

**COUNTRY HIDES**—The tanners are only buying for immediate needs and are playing a somewhat foxy waiting game, looking for lower prices with the increasing kill. No. 1 steers, free of brands and grubs, 60 lbs. and up, have been secured at 11c regular run of short-haired hides, but some sellers are asking 11¼. No. 1 cows, free of brands and grubs, 60 lbs. and up, sold at 11c for all No. 1's special selection. Tanners are only willing to pay 10½c.

Branded steers and cows are quiet. Offers of 8½c out of pack and 9c in bundle have been made by tanners but dealers could not see it that way. No. 1 buffs, free of brands and grubs, 45 to 60 lbs., were offered freely for future delivery at 10½c. Sales of short-haired hides, running principally to No. 1's, were reported at 10¾ for prompt delivery. No. 1 extremes, free of brands and grubs, 25 to 45 lbs., are in good demand and sales running pretty well to No. 1's are reported at 11¾c and special selections are said to have brought a shade better than this price. No. 1 bulls are plentiful at 9½c but tanners are well supplied. No. 1 kips are not in demand at 13¾c to 13½c, skins of good quality are said to be scarce. No. 1 calfskins, 8 to 15 lbs., range from 16½c to 16¾c, according to salting. These higher figures are for Chicago butcher take-off out of first salt strictly. Light calf and deacons are unchanged at \$1.10 and 90c respectively. Outside city skins were sold at 16¼c. No. 1 horse hides are quoted from \$3.75 to \$3.90. The following are the latest quotations:—

No. 1 cows .....	10½	10¾
No. 1 buffs .....	10½	70¾
No. 1 extremes .....	11½	12
Heavy steers .....	11	11¼
No. 2 heavy steers .....	10	10¼
Calfskins .....	16½	16¾
Kips .....	10½	13
Deacons .....	87½	90
Slunks (packer) .....	85	
Slunks (country) .....	50	
Horsehides .....	\$3.75	\$3.90

## LEATHER

**OAK SOLE**—There has only been fair dealing, and there is good stocks in dealers' warehouses. The boot and shoe manufacturers are willing to place orders ahead to be assured of getter stock. Prices are firm. The following are the latest quotations:—

<b>Scoured backs—</b>	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Light .....	39-41	35-36	30-31
Heavy .....	38	35-36	30-31
Medium .....	38	35-36	30-31
And other grades in proportion.			
<b>Scoured bends—</b>			
8 to 10 lbs. ....	45	43	40
10 to 12 lbs. ....	45	43	40
12 to 14 lbs. ....	46	43	40

<b>Texas sides—</b>			
XX free of brands .....	35		
X h'v free of brands .....	34		
A h'v one brand .....	33		
B h'v two brands .....	32		
		<b>No. 1.</b>	
C h'v more than two brands	31		

<b>Texas bends—</b>		
XX .....	51	
X .....	46	47
A .....	44	46
B .....	44	
C .....	41	43

<b>California sides—</b>		
<b>Light—</b>		
No. 1 .....	28	
No. 2 .....	26	
<b>Medium—</b>		
No. 1 .....	28	
No. 2 .....	26	
<b>Heavy—</b>		
No. 1 .....	30	
No. 2 .....	28	
<b>California backs—</b>		
<b>Light—</b>		
No. 1 .....	32	
No. 2 .....	30	
<b>Medium—</b>		
No. 1 .....	33	
No. 2 .....	31	
<b>Heavy—</b>		
No. 1 .....	35	
No. 2 .....	34	

**ROUGH LEATHER**—Russet finishers are at present out of the market, but other customers are buying freely. The japanners and welters are buying in fairly large quantities of second quality rough leather. There is a better feeling on the market and reserved stocks are moving better. The following are the latest quotations:—

<b>Hemlock.</b>		
Card .....	34	
No. 1 .....	30	
Steers, No. 1 .....	30	31
Steers, No. 2 .....	27	28
P D'g'd .....	24	
Bulls .....	24	

### Oak.

	<b>No. 1.</b>	<b>No. 2.</b>	<b>No. 3.</b>
Country light .....	31	28	25
Country, medium .....	31	28	25
Country, heavy .....	31	28	25
Packer, hy .....	35	34	

<b>SPLITS</b> —There is a noticeable betterment in the demand for middle and good weight finished splits. Flexibles are moving well in all weights. The following are the latest quotations:—		
	<b>No. 1</b>	<b>No. 2</b>
Bootbacks .....	26-35	24-30
Crimpers .....	24-33	23-25
Shoe .....	26	24
Junior's better .....	26	23
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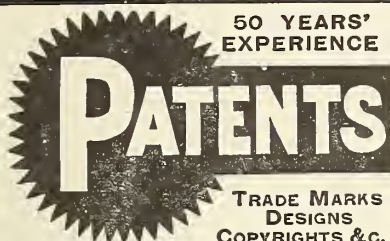
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